

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

Volume XIX

Number 2

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Statements and opinions offered in this magazine are not necessarily indorsed by the Editors nor by this publishing organization. The author who signs an article assumes full responsibility for the statements which it contains.

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison St. (Daily News Bldg.)
Chicago, Illinois. Telephone Franklin 6369

71 West 23rd St., New York City, N. Y.
Telephone Gramercy 5-5958

Publisher and Editor—PRUDENCE W. ALLURED

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English Rep.—L. M. WEYBRIDGE
36 Victoria St., London, S. W. 1

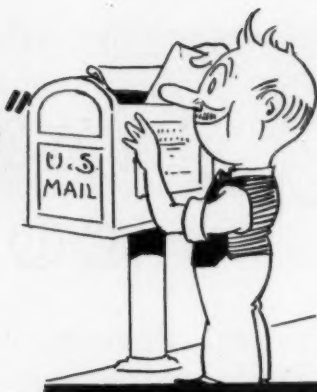


SUBSCRIPTION PRICE: ONE YEAR, \$3.00
TWO YEARS \$5.00. PER COPY, 50c

Entered as Second Class Matter, October 24, 1922, at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Copyright, 1939, Prudence W. Allured.



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AIR CONDITIONING EQUIPMENT

Its Application in the Confectionery Industry

By **ROBERT P. RASMUSSEN**
ECONOMY EQUIPMENT CO., CHICAGO, ILL.

SELECTING the unit best suited to the job in the confectionery plant is a very important service of the air conditioning engineer. Every good air conditioning job must of necessity have the correct type of equipment for each department. The value of many installations has been seriously impaired by using the wrong type of unit. Obviously good design is essential if the user is to obtain satisfactory performance and economical operation. Good design in air conditioning work is the result of thorough training and much experience. Quality materials and mechanical parts of generous capacities add to performance, efficiency and most of all to life of the equipment.

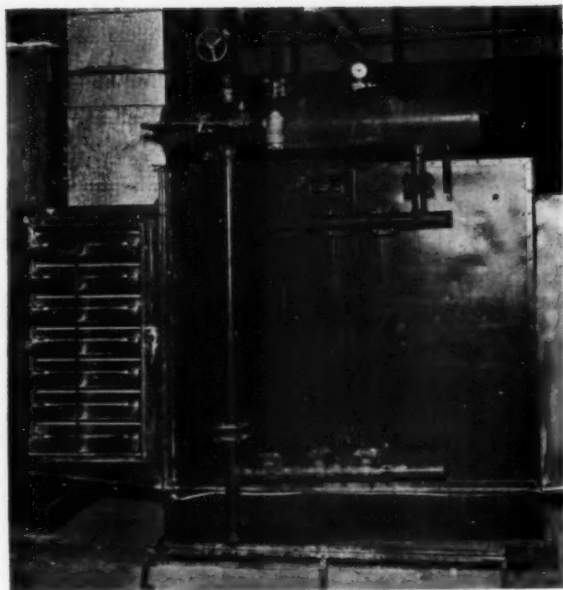
Since refrigeration is so closely tied up with air conditioning for cooling, a little general discussion here will be helpful. The more commonly used refrigerants are ammonia, brine, Freon, methyl chloride, and CO_2 . Of these the first three are used on probably 90% of all systems in the confectionery plant. These refrigerants are efficient and economical and each has its own advantages. Some local codes do not permit the use of ammonia up in the plant, as a safety measure. However, when good equipment is used and it is properly installed and maintained, the hazard is slight. Ammonia still leads in efficiency and economy—even though by only a small margin over Freon. Brine is used to a considerable extent and is usually cooled by ammonia compressors. It probably is the easiest and safest to use and in a well designed, up-to-date plant, is quite efficient. Another possible reason for Freon or methyl installations is a slightly lower first cost. CO_2 is probably

In an article published in **THE MANUFACTURING CONFECTIONER** in April, 1938, the author described the place of air conditioning in the confectionery industry. This article describes the equipment, its uses, installation facts, and best operating conditions.

used least of all in confectionery plants. As a refrigerant it is absolutely safe, unless the excessive pressures necessary may be considered a hazard, but is comparatively less efficient. The high pressures necessitate very heavy piping and equipment, which is costly.

The Dry Conditioner

The dry conditioner is the type most useful and most used in the confectionery plant. As its name implies, it is dry, using no water or sprays. It is the right conditioner for the hard candy department in cooling, mixing, and packing rooms. Here a temperature of 75° to 80° with a relative humidity of 40% to 45% has been found by experience to give the best results and will eliminate sticking and graining. The dry conditioner is also the right type for the chocolate department, cake chocolate storage, dipping rooms, chocolate packing rooms, finished goods storage and



Wet Baffle Air Conditioner for Use in Places Where Extremely Dusty Conditions Obtain. This One Is in the Factory of Frantz Candies, Inc., Lancaster, Pa.

for chocolate cooling tunnels. For the hand dipping room 63° and 45% is recommended as a good condition to properly cool hand-dipped chocolate work and to avoid finger printing. For the chocolate packing room where goods enter the room already cooled, 68° and 45% is quite satisfactory. This room may be used safely for storage of finished chocolate work, unless goods are to be kept for a considerable time, when a lower temperature of about 55° and 50% are recommended to retard bacteria action.

The dry conditioner will also maintain ideal conditions in nougat, fudge, caramel, toffee, pan and specialty rooms. Temperatures of 70° to 75° and a relative humidity of 45% will give satisfactory results. For general candy storage a dry conditioner maintaining 65° and 45% will provide safe conditions for most kinds of candy. The dry conditioner is also suitable for nut storage where 50° to 55° and 50% is recommended.

Wet Conditioners

The "wet" conditioner is made in two general types, the conventional spray type where the duty is relatively clean, and the baffle or cataract type for extremely dusty conditions. These types while still useful for certain jobs, have

largely been superseded by the dry type due to cost and space considerations. The wet spray type is to be recommended for use in rooms where many operators or packers are working in a limited space or where a very exact humidity condition is required or where the relative humidity must be increased. Where several hundred operators are employed in a restricted space, which is not unusual in an air conditioned room, a wet or washer type conditioner will clean and revitalize the air at frequent intervals. This obviously maintains better room conditions. Air purity is very important where chocolate goods are dipped, packed or stored, for bad room odors will be absorbed by the chocolate and retained as a bad taste.

Wet conditioners are useful and necessary in rooms used for cream center conditioning or deposit marshmallow curing. Here the sprayless, baffle or cataract type should be used due to the probability of considerable quantities of starch dust being in the air. Usually the mogul or starch buck is close at hand and if so, much starch dust will be present. This fine dust is readily drawn back into the air conditioner and with the conventional spray nozzle type of conditioner, the sprays and strainers quickly clog, interfere with proper air conditioning, require frequent stopping and servicing and generally cause trouble. This trouble can be eliminated by using the sprayless baffle type conditioner which was developed for this special duty and has no sprays or strainers to clog and interfere with continuous operation. Wet conditioners are required for duties just mentioned because the normal inside winter humidity is too low, removing too much moisture from starch and goods and giving a too dry and tough piece. In the summer time the wet conditioner holds the humidity down to the desirable point as a dry conditioner would.

Chocolate Cooling Tunnels

Cooling tunnels for chocolate coated goods, center pre-coolers or gum and jelly work requires a dry conditioner of special design. The cooling conveyor for chocolate work should be well insulated, preferably of vermin-proof material. It should be metal covered outside for mechanical protection and enameled inside to protect the insulation from moisture and possible deterioration, as well as to make it sanitary and easily cleaned. The well designed cooling tunnel should have no cooling coils or slabs in the tunnel to condense moisture or collect dirt. All conveyor belts should be inside the tunnel to be kept cool and clean. All parts of the tunnel should be readily accessible for inspection and cleaning. It should give generous cooling for the bottom as well as the top of goods to be cooled.

There has been much discussion as to the proper temperature to be used in a chocolate cooling conveyor, also as to the time required. Temperature is only one of several



Left—Packing Chocolates in the Robert A. Johnston Co. Factory, Milwaukee, Wis. In the Left Background May Be Seen a Chocolate Cooling Tunnel of the Type Shown in the Illustration at the Right. Right—Thirty-Two Inch Chocolate Cooling Tunnel in Cookie Bakery. It is No Different in Design or Construction from Those Used for Confectionery

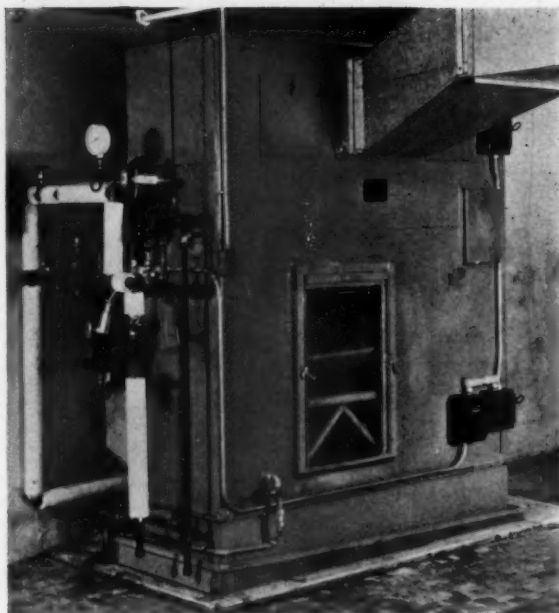
factors which go to determine the performance of a chocolate cooling tunnel. Others are relative humidity, air velocity, volume and direction. Each of these must be understood and under control. Other factors entirely separate from the tunnel, but having a very definite effect upon its performance, are proper tempering and coating of chocolate, temperature of goods to be coated, etc. Despite the opinions of some that a relatively high temperature or a long drying time are necessary for fine appearance and good shelf life, it has been the writer's experience that chocolate work of good appearance and shelf life can be had with low temperatures and in a relatively short time, when a scientifically designed cooling tunnel is used. Supply air temperatures of 35° or even less have given excellent results in a correctly designed tunnel. More thorough chilling will give greater shelf life due to more complete extraction of internal heat; also will decrease finger printing when packing. Shorter drying time increases output, saves floor space, equipment and refrigeration.

Different kinds of goods, as package goods, bar and bulk goods having different percentages of coating, require different tunnel conditions and drying periods for best results. Longer tunnels and more time naturally make cooling and drying easier. Recently developed belt turn devices which provide continuous conveying around a turn make possible longer tunnels and packing tables and generally facilitate cooling and drying coated work.

Pre-Cooling Tunnels

Present high speed, continuous production requirements in bar goods plants necessitate pre-cooling of centers before coating. This requires highly efficient pre-cooling tunnels. The duty of pre-cooling conveyors is more severe in many ways than those of the chocolate cooling conveyor. The refrigerating load is usually much greater, for candy centers must be cooled all the way through and from much higher temperatures than coated work. Also the tunnels are generally out in a warm room, which increases the cooling load and requires better insulation. Being out in a warm room, leakage in or out at tunnel ends is more serious and must be avoided through proper air control. Candy centers should be cooled to between 75° and 80° for coating. Well designed pre-cooling tunnels will deliver centers to coaters at this temperature continuously regardless of outside weather conditions. This definitely makes for better enrobing and cooling and a better finished piece of goods.

Gum and jelly cooler: Modern quantity requirements and

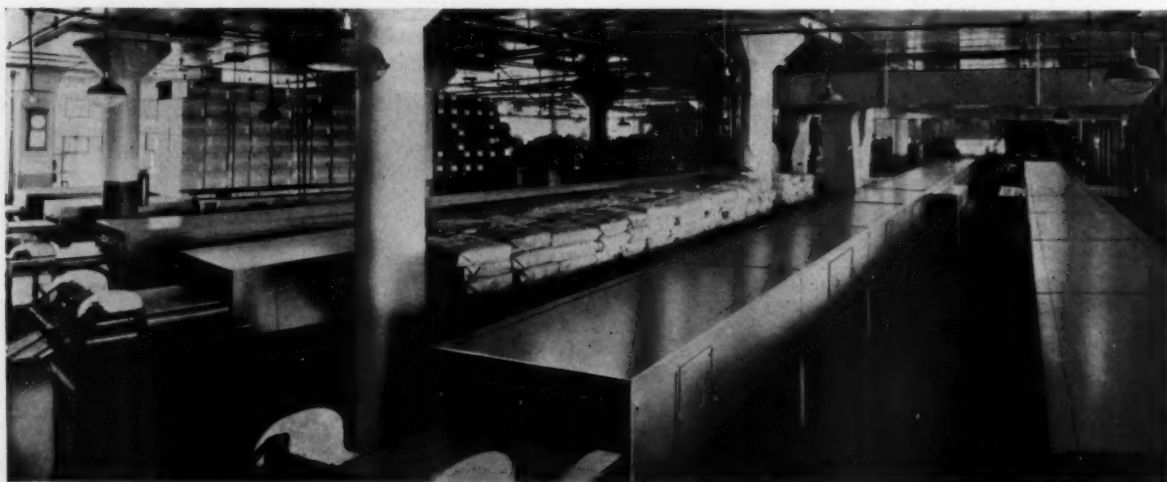


Wet Spray Conditioner, Recommended for Use in Rooms Where Many Operators or Packers Are Working in a Limited Space or Where Relative Humidity Must Be Increased

specialized production made necessary another cooling unit, a cooling tunnel or conveyor for gum and jelly work. This piece of equipment is built with a multitier arrangement of belts to provide sufficient cooling time. The unit is enclosed in an insulated housing and is best cooled with a modern dry air conditioner. It makes possible continuous production right through to the packing room and has obvious advantages on quantity production.

Air Conditioning Design

Each type of air conditioning unit must necessarily include the fundamentals of good design and construction if it is to give efficient performance, economy and long life. Conditioner casings should be of generous gauge metal, preferably copper bearing steel for long life and further protected by galvanizing and painting. Modern units now generally use fin type coils due to their great capacity and



These Pre-Cooling Tunnels Are in the Factory of the Williamson Candy Co., Chicago, Where They Are Used to Cool the Centers for "Oh Henry" Bars at High Speed for Continuous Production Requirements. Pre-Cooling Tunnels Must Be Highly Efficient for This Type Work

compactness. Since the cooling coil is a very important part of a conditioner, it must be correctly designed if the conditioner is to be efficient. Correct fin spacing, weight, and surface is essential to obtain good cooling and to avoid trouble from excessive icing or clogging with dirt. Proper tube size and spacing is important and correct coil design for each refrigerant is most important. Coils of steel, hot dipped galvanized are correct for ammonia, brine and CO₂ also for Freon and methyl. Copper or aluminum coils may also be used for the last two refrigerants.

For ammonia, what is known as a full flooded coil, with low pressure float valve, is by far the most efficient style. The coil is filled with liquid ammonia and gives a much higher heat pickup than when filled with gaseous ammonia. The float valve will automatically supply the proper amount of ammonia to the coil and prevent "slugs" of ammonia from returning to the compressor. With Freon, methyl and CO₂ the cooling coils are generally operated on direct expansion, or with the refrigerant in the coils in a gaseous form. Automatic, thermostatically controlled or hand expansion valves may be used with these refrigerants. Brine may also be controlled by thermostatic or hand valves. Good coil design further calls for minimum resistance to air passage to keep necessary fan power down.

Multivane type fans of good design and generous size are necessary for economical operation. Oilless style bearings are recommended to reduce servicing and possibility of hot bearings. Ball bearing motors and a variable V-belt drive are recommended to give flexibility and maximum economy. Access doors to reach bearings and to clean fans and coils are important, also inspection windows to see coils or sprays.

Air Distribution

Proper air distribution in a conditioned room is important. This calls for air diffusion and uniform temperatures in all parts of the room but with no perceptible air motion or drafts. In rooms where many employees are working, a small amount of fresh air introduced into the system continuously is important or an occasional complete change. This is especially true where dry air conditioners are used. Where the room is not too large and the ceiling is high and clear, air diffusers may be used on top of conditioners instead of duct work. Where the room is large or the ceiling low and obstructed, duct work is necessary to obtain proper results. Proper duct and air outlet velocities are necessary to obtain efficient and economical operation. Duct design should be attempted only by those having had training and experience in this work.

CONFECTIONERY VALUE DROPS 0.7 CENT IN NOVEMBER

Average value per pound received for all types of confectionery and competitive chocolate products by manufacturer-wholesalers declined 0.7 cents during November as compared with November, 1937, according to reports furnished the marketing research division of the U. S. Bureau of Foreign and Domestic Commerce. This decrease is approximately equal to that recorded for October as compared with October, 1937. Average value per pound in November was generally up from October, 1938, for the different types of houses for which data are shown. Package goods houses showed an increase from 30 cents to 40 cents per pound, and this increase was probably occasioned by the increase in fancy package goods for holiday trade. Tonnage reported by package goods houses also showed a very strong upward trend between these two months. Chiefly as a result of the increase in proportion of the more expensive candies, average value per pound for all types of houses combined increased from 15.3 cents in October to 16.1 cents in November.

A. W. KNAPP, CACAO EXPERT, DIES SUDDENLY

Arthur W. Knapp, internationally famous expert on cocoa and chocolate, died in a Birmingham (England) hospital, January 6, from peritonitis following an attack of colitis. He was 58 years old. At the time of his death, Mr. Knapp held the position of chief chemist of Cadbury Brothers, Ltd., Bournville, with which firm he became associated as research chemist in 1911. He was appointed chief chemist in 1923. Mr. Knapp carried out much research work of great importance to the confectionery industry as a whole and was the author of standard works on cocoa and chocolate, his *The Cocoa and Chocolate Industry* and *Cacao Fermentation* being the best known in America. His knowledge of the problems of the cultivation and fermentation of cacao made him an authority whose views were sought by growers and manufacturers in many parts of the world and gained for him in 1935 the Medaille de Merite de L'Office International du Cacao et du Chocolat. Mr. Knapp held a high place, also, in the chemistry profession, having served on the Councils of the Institute of Chemistry, the Society of Chemical Industry, the British Association of Chemists, the Society of Public Analysts, and the Midlands Chemists' Committee. In the summer of 1938 he attended the annual meeting of the Society of Chemical Industry in Canada and presented an address at one of the sessions. Mr. Knapp was also endowed with considerable artistic talent and literary skill, was an accomplished amateur actor and a witty and informed writer on many topics. His non-scientific writings included an essay on Nietzsche, two or three plays and humorous and critical contributions to many journals. He is survived by his widow and two children. Funeral services were held January 11, at Northfield Parish Church, Birmingham.

SECOND HALF OF M.I.T. CANDY TALKS UNDER WAY

The second part of the lecture course on Candy Making being given at the Massachusetts Institute of Technology got under way on January 18, with a discussion of Lecithin and Fats and their relation to chocolate coating by Dr. Stroud Jordan. A second lecture, on Gelatin and its use in candy, was presented by Joseph H. Cohen, Atlantic Gelatin Co., on January 25. This was followed on February 1, by a talk on Miscellaneous Raw Materials (albumen, molasses, gums, honey, etc.) presented by James A. King of the Nulomoline Company. The lecture on Milk Products, given at the February 8 meeting, was presented by F. S. Beverley, consultant for Kraft-Phenix Cheese Co., Chicago. The remainder of the work undertaken by the course for the rest of this semester is as follows: On March 1, O. F. Benz, duPont de Nemours and Co., Wilmington, Del., will speak on Packaging for Profit; on March 8, there will be a panel discussion on the Use of Chocolate Coating based on questions previously submitted to which the answers will be given by Wm. S. Cox, Deran Confectionery Co., Cambridge; August M. Nelson, United Chocolate Refiners, Inc., Mansfield; Oscar M. Stout, Ross & Rowe, Inc., New York, and F. A. Von Liebermann, W. F. Schrafft & Sons, Boston. Miss Lane Marohn, Robert Gair Creative Design, New York, will address the class on Color, Design and Appeal of Candy Boxes, on March 15. The series will be concluded March 22, when Harry I. Chapman, NECCO sales manager and president of the N. C. A., discusses the Sales and Merchandising of Candy. The lecture course is under direction of Walter H. Belcher, managing director of the New England Manufacturing Confectioners Association.

CORN SYRUP VARIETIES

Comparative Data and Uses for Individual Types

Second of the Analytical Studies of Candy Raw Materials

By K. E. LANGWILL

CORN syrup is such a widely used material that the confectioner takes it very much for granted. Perhaps he is justified in so doing when we consider the small variations in analytical data obtained on samples taken at different times and from different sources. The extent of conversion of the starch into dextrin, maltose and dextrose is dependent upon time, temperature and amount of acid or acid salts present. A slight change in any one of these three factors will necessarily change the dextrin-maltose-dextrose ratio in the resulting corn syrup and, hence, affect analytical values. Much progress has been made in the last few years in the regulation and control of manufacturing processes with the result that uniform products are readily available.

Of ten samples examined, eight were of the medium conversion type, one an average run of high conversion corn syrup, and lastly, one representing an average low conversion. In the accompanying table only the maximum, minimum, and average values for the eight medium conversion 43° Baumé syrups have been given along with the figures for the high and low conversion syrups.

To calculate the dextrin percentage from the polarization of a 10% solution after fermentation, this reading is multiplied by the factor 0.8755 provided a 200 mm. tube and a temperature of 20° C. have been employed. For some the derivation of this factor will be of interest. Remembering that the normal weight of any sugar as compared with 26 grams is inversely proportional to the specific rotation of sucrose, we may multiply the specific rotation of sucrose, 66.5, by 26 grams and divide this by the specific rotation of dextrin, 197.5. This result is 8.755, which is the number of grams of dextrin in 100 cc. of solution, which will give a reading of 100 on the sugar scale. Since a 10% solution was employed for fermentation, this factor must be divided by 10, with the result

that 0.8755 multiplied by the number of degrees Ventzke equals the percentage of dextrin. As will be noted from the table, the dextrin content may be as low as 30% for a high conversion syrup and as high as .54% for the low conversion syrup.

Application of Data

When the foregoing facts are applied to the manufacture of confections, a product in which corn syrup is employed for its bodying effect can best be served by a low conversion syrup since it is the dextrans which give this result. Marshmallows stand out as a typical example of a confection in which we desire bodying effect. Not only do the dextrans lend body to the batch, but their presence makes possible the incorporation of more air and, thus, increases the lightness of the batch.

Theoretically, the foregoing considerations are correct for marshmallow but there are cases in which it is desired to use a high conversion corn syrup or to add dextrose to a medium conversion corn syrup. In such cases the bodying effect is obtained by the use of a high jel strength gelatin and the resulting marshmallow has a different eating consistency. It is necessary, therefore, that each type of marshmallow product be definitely considered before any hard and fast rule can be set as to the type of corn syrup which will serve that purpose best.

When we consider the use of corn syrup in clear hard candies we are more concerned about the pH value (free acid content) than perhaps any other single factor. Continued high heat tends to cause color formation but it is more pronounced in the samples that show pH values below the normal average. Even a difference in the amount of acid in two samples as small as 0.004% showed a decided difference in color when used in comparative batches. As a matter of fact, it is unnecessary to subject high acidity

	Maximum	Minimum	Average	High Con.	Low Con.
Moisture—loss at 105°C., per cent.....	17.51	15.41	16.46	17.35	21.87
Total solids—Brix by refractometer.....	85.0	83.7	84.2	84.5	81.4
Reducing sugars calculated as dextrose.....	37.50	32.85	35.24	45.12	23.80
Polarization direct N/2 at 20°C.....	+91.6°V	+87.8°V	+90.05°V	+78.4°V	+97.2°V
Polarization invert N/2 at 20°C.....	+92.7	+88.8	+90.63	+77.0	+95.4
Polarization invert N/2 at 87°C.....	+88.6	+84.8	+86.71	+74.1	+91.5
Polarization 10 per cent sol. after fermentation.....	+54.6	+47.9	+50.73	+35.3	+61.5
Dextrin percentage (calculated).....	47.80	41.94	44.43	30.9	53.84
pH value	5.5	4.6	5.1	5.15	5.2
Ash	0.19	0.13	0.16	0.24	0.17

corn syrup to high temperatures in order to note this color change. Storage under normal conditions for prolonged periods of time will often times show a marked contrast in color formation which is generally proportional to titratable acidity.

The test usually applied to determine inversion and color formation is called the "candy test." Sometimes results obtained are misleading and this is particularly true if the test is not properly standardized. It has been found that two comparative batches cooked with identically the same amounts of corn syrup and sugar and presumably under similar conditions have shown marked differences when examined to determine the amount of inversion which had taken place. This condition is explained by the fact that the time and temperature factors have not been the same. To obtain worthwhile data requires the use of a multiple unit constructed for small batches where each unit contains identically the same proportion of corn syrup and sugar and is heated for identically the same length of time in the same oil bath and then poured at identically the same time on a cooling slab where the batches are quickly cooled and then broken up for tests. Data obtained from the examination of such samples are not only applicable to the production of hard candy but also give a direct insight into all high cooked batches even in the fondant classification.

Selection of Types

In considering corn syrup from the standpoint of beating power and bodying effect which is a direct measure of such a property, it was stated that such a need could best be served by a low conversion syrup, since such syrup is relatively high in dextrins. While this is undoubtedly true, it becomes a matter of expediency as to whether a manufacturer can afford to stock two or more corn syrup types. This has been tried but in many cases it has been found to be more practical to handle a medium conversion type which is more nearly suited to all plant requirements. This will account for the fact that practically every manufacturing confectioner today bases his formulae on the use of a medium conversion syrup. It is a simple matter to increase sugar content when required by the addition of crystallized dextrose. It is not easy, however, to increase the amount of dextrins unless a low conversion syrup is used. In beaten or whipped confections this deficiency can be met by the use of a slightly increased amount of gelatin which in some cases results in a more acceptable product.

This same line of reasoning also applies to the purchase and use of high conversion syrups. It is simpler and more expedient, as has been previously stated, to increase sugar content by the addition of dextrose, which in turn decreases dextrins as the sugar percentage is increased. There may be extenuating circumstances where results obtained will indicate the use of special types, but in general such needs may be filled in the manner outlined.

Quality Control

It is a rather difficult matter to retain samples of corn syrup from one shipment to another and to use them as a color standard for later deliveries. Color increases with age and a sample that was satisfactory at one time may or may not be satisfactory at a later date, especially if it has been subjected to extreme temperature changes. Since this is the case, it has become necessary to set up definite color standards where color is of primary importance. This may be done by using a photometer and determining the depth and quantity of color in a unit sample when compared with an acceptable measure.

Another method is to make up standard solutions of colored inorganic salts such as iron chloride, potassium

dichromate, and the like, which represent certain permissible tolerances. Comparison with a sample of the syrup in question will serve to show whether it exceeds the permissible tolerance. Usually the color of corn syrup is quite satisfactory when it leaves the refinery, and subsequent color development may be traced to improper handling and storage. Irrespective of the causes of the trouble, an excessive amount of color should not be present, especially in goods such as fondants that are supposed to be dead white or which are to be tinted with a selected, certified color.

Variation in Composition

Insofar as solids content is concerned, the usual average supply runs fairly uniform. In samples examined and reported, the differential between the maximum and minimum of average conversion syrups was only 1.3% of solids as determined by the refractometer on the Brix scale, which of course is absolutely correct only for sucrose solutions. Moisture content determined by drying at 105° C. showed a variation of 2.1%, and this brings up a rather interesting question. In any determination of moisture we must first decide what we desire to determine. Is it the free or is it total moisture? We know that dextrose forms a hydrate readily and this is the usual form of dextrose or corn sugar as bought on the open market. Obviously there is no free water in this product, and still if it is dried at 105° C. or distilled with a higher boiling liquid of the toluene type, all of this water of crystallization will eventually be broken off, leaving the anhydrous material. Under such conditions the moisture content in a 43° Baumé syrup may exceed 19%, while as a matter of fact the real free moisture may not exceed 15.5%. These facts should be borne in mind, for in the usual cooking operation, except in the case of hard candy, the approximate total moisture is never removed. Under usual plant conditions it is generally assumed that 17.5% moisture loss may be expected.

Along with color and moisture it is often desired to check the acidity of corn syrup as received in order that the inversion factor will remain fairly constant. For those interested in plant control where a laboratory is not available it is suggested that an inexpensive color comparator be obtained. It is simple to operate and when used with standard color solutions will give a check for the average individual within 0.1 of a pH unit. If, for example, it is desired to maintain the pH as 5, it is a rather easy matter to determine whether it is too low (too acid) or whether it is too high, which means that it is too near the neutral point to retain color when high heat is employed. It is suggested that those employing large quantities of corn syrup set up some simple method of spot checking batches to determine uniformity. It is not believed, however, that very much difference will be noted provided all subsequent batches are received from the same source for process control in the usual corn syrup refinery is all that could be desired.

In reviewing variations to be found in corn syrup and the requirements for its suitability in different types of confection, it has been pointed out that in the vast majority of cases it is better to employ an average conversion product. It has also been observed that the normal variation of corn syrup is within such a narrow limit that products in which it is to be used will scarcely be affected by such variations. Purity, composition and general physical appearance of the average marketed varieties leave little to be desired. The corn syrup manufacturers are to be congratulated on the progress made in the last few years and the uniformity of products now available to the manufacturing confectioner.

REED COMPLETES NEW OFFICE

Second Story Added for Required Space

ADDITION of a second floor to the office building of the Reed Candy Co., Chicago, was completed recently. As a result of this remodeling, the company offices are now located on the second floor in a space three times as large as the former office space, and the executives and office workers now work in surroundings which are completely modern, well-lighted and ventilated, and entirely pleasing in appearance. Approximately 6,000 sq. ft. has been added to the company's office and factory area.

Architectural planning and execution of the new floor was in charge of Ivan R. Peterson, architect. Particularly interesting is the fact that Architect Peterson at one time worked for the Reed Candy Company as a draftsman. Some of the details of arrangement, appointments, and special convenience features were designed and planned by the company's own executives.

Crowded conditions in the old office on the first floor and a need for larger space for employee lockers and rest rooms necessitated the addition of the extra floor.

The new second floor space is occupied for the most part by the company's general office. Provisions have also been made, however, for a larger engineering and drafting room, lounge and rest rooms for the office girls and the executives, a meeting and sample room, and another large room which will be used later as an employee lunch and recreation room.

Air conditioned and bright, the office is a picture of modernity and efficiency. Natural light brought in through windows floods the office in the daytime, and modern, indirect lighting diffuses a bright, shadowless light after dark. The ceiling consists of many 16-inch squares of so-called acoustic tile in a light buff color. Walls are also light colored. The windows in the west wall are of glass brick, which not only permit entry of light but also, because of their 4-inch thickness, act as insulators against heat in the summer time and prevent condensation in the winter.

Air conditioning of the office and the factory is supplied by a York system and the conditioned air is brought into the room by means of eight distributors placed at regular intervals on the ceiling. These distributors, together with the lighting fixtures and sprinklers, have been arranged so that they are placed either in the center of one of the ceiling squares or at a point where the corners of four

squares come together. Thus, a well-ordered ceiling effect is achieved. Residence type steel sash is used for the windows, and the sills are of glazed tile. New type Venetian blinds on the east and south windows (ordinary glass) will keep the sun and glare out on hot summer mornings. An inch and a half of insulation has also been sprayed onto the underside of the roof boards to keep the room cooler in summer and warmer in winter.

The new added area has been divided into two heating zones, and the heat is controlled by infiltration thermostats and motor operated valves. New type radiators have been installed in the new office and each individual radiator has its own control. In this type of heating system, infiltration of cold air actuates the valves which control the flow of steam from the central heating plant. This is different from the usual type of thermostatic heat control where one thermostat, hung in some central place in the room, acts on the control system. In the infiltration system the thermostat is placed on a wall in a part of the room which is likely to become cooled much sooner than the room itself. As the last radiator in line in each zone reaches a predetermined temperature, the control closes the valve. This process is reversed when heat is required.

The entire space on the first floor, formerly occupied by the office, is being remodeled into two large rooms which will house the locker and toilet facilities for the men and women factory workers. These rooms have composition floors, bright walls, the lower part of which are covered with light gray and black glazed tile 7 feet high on all walls and partitions, new plumbing fixtures throughout, and new lockers and furniture. A mezzanine in the girls' room is to provide ample lounging facilities for these folks.

The front exterior wall of the building, including the first story under the new addition, has been faced with new brick. In the reception room at the head of the stairs leading from the entrance is one large window of ordinary glass. To bring light from this window into the new office, the partition between office and reception room is of the same glass brick used for windows in the west wall of the new office. On a wall of the reception room hangs a bronze plate, indicating that the new office has been dedicated to the memory of William Phelps Reed, one of the founders and past president of the Reed Candy Company.



Two Views of the New Office Recently Opened by the Reed Candy Company, Chicago, Makers of Reed's Butterscotch, Paloops, and Other Well-Known Items. Addition of a Second Story to the Building Enabled the Company to Move Its Executive and Clerical Staff into New Quarters, Thus Providing Larger Locker and Restroom Facilities for the Factory Workers on the First Floor



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

SALTED NUTS; CHEWY CANDIES; CARMELS

Code 2A39

Chocolate Nougat Bar—2 Ozs.—5c

(Sent in for Analysis—No. 4342.)

Appearance of Bar: Good. Wrapper printed glassine.

Size: Good.

Coating: Light.

Gloss: Good.

Taste: Good.

Center: Chocolate nut nougat.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is an exceptionally good nougat bar, well made and of good quality. If the center will remain as is and not dry up, it should be a large seller at 5c.

Code 2B39

Assorted Caramels—1 Lb.—39c

(Purchased in a department store, Chicago, Ill.)

Sold in bulk.

Contents: Chocolate nut caramel, vanilla nut caramel. Vanilla nougat and plain vanilla caramel.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: One of the best caramels; at this price, that the Clinic has examined this year. Quality is very good at the price of 39c the pound.

Code 2C39

Assorted Salted Nuts—2 Ozs.—10c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Fair. Plain

cellulose bag, printed metal clip on top.

Size: Good.

Contents: Pecans, cashew and brazils.

Roast: Good.

Salting: Fair.

Texture: Good.

Taste: Good.

Remarks: Suggest more salt be used; also that almonds, filberts and walnuts be added to the assortment. Bag contained considerable pieces.

Code 2D39

Toasted Coconut Marshmallow Bar

—About 2½ Ozs.—No Price Given

(Sent in for Analysis—No. 4343.)

Appearance of Bar: Good. Cellulose wrapper, black and silver seal.

Size: Good.

Toasted Coconut: Good.

Center: Vanilla Marshmallow.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best toasted marshmallow bars that the Clinic has examined for some time. Marshmallow is well made and had a good taste. This bar should be a good seller at 5c. Suggest the weight be printed on the wrapper. Most manufacturers who put out a marshmallow bar do not use moisture-proof cellulose; of course, the bar will not stay in good condition unless it is wrapped in moisture-proof cellulose. This bar was in fine condition when received.

Code 2E39

Assorted Caramels—7 Pieces—

About 2 Ozs.—5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Size: Good. 7 pieces of caramels on a printed board.

Vanilla and Chocolate Caramels:

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is the best 5c caramel package on the market, well made and of good quality.

Code 2F39

Salted Almonds—I Oz.—10c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Cellulose bag, printed paper clip on top.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: The best 10c bag of salted almonds that the Clinic has examined this year. We find very few bags of salted nuts on the market, mostly all are sold in bulk.

Code 2G39

Fruit and Nut Paste Bar—2 Ozs.—5c

(Purchased at a news stand, Boston, Mass.)

Appearance of Bar: Good. Inside cel-

CANDY CLINIC SCHEDULE FOR 1939

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-pound Boxes of Chocolates

MAY—Easter Candies and Packages; Moulded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Made: 5c-10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

lulose wrapper, outside wrappers of glassine, printed.

Size: Good.

Color: Too dark.

Texture: Good.

Taste: Rancid.

Remarks: Bar had a bad rancid taste. Suggest coconut be left out of the paste, as it ruined the taste of the bar. Color is entirely too dark.

Code 2H39

Walnut Chewy Squares—2 $\frac{3}{4}$ Ozs.—5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Size: Good. 21 pieces wrapped in printed wax wrappers, placed in a printed boat. Cellulose wrapper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The Clinic has examined this package a number of times and the quality is always the same, a good eating, chewy piece.

Code 2J39

Butter Molasses—1 $\frac{3}{4}$ Ozs.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Printed folding box.

Size: Good. Pieces are wrapped in moisture-proof, cellulose wrappers.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating molasses piece, cheaply priced at 5c.

Code 2K39

Caramel Bar—2 $\frac{1}{2}$ Ozs.—5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Bar: Good.

Size: Good.

Coating: Dark.

Color: Too dark.

Gloss: Fair.

Taste: Fair.

Center: Color: Good.

Texture: Good.

Taste: Good.

Remarks: Coating is not up to the standard used on 5c bars. It had a very cheap taste. Suggest a better coating be used, as center is good eating.

Code 2L39

Molasses Chewy Candy—2 Ozs.—5c

(Purchased in a railroad station, Boston, Mass.)

Appearance of Bar: Good. Printed wax wrapper.

Size: Good. Bar is made in three pieces.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best molasses bars on the market.

Code 2M39

Imported Rum and Butter Toffee— $\frac{1}{2}$ Lb.—29c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Fair. Plain cellulose bag, printed seal. Red printed wrappers used.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating toffee. Suggest a more attractive bag be used to improve the appearance of the package.

Code 2N39

Salted Peanuts—1 $\frac{3}{4}$ Ozs.—5c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good. Printed cellulose bag.

Size: Good.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: One of the best 5c bags of peanuts on the market.

Code 2O39

Rum and Butter Toffee—4 Ozs.—10c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Fair. Plain cellulose bag, printed metal clip on top.

Size: Good. Pieces had wax and foil wrappers. Wax wrapped pieces were rancid. Foil wrapped pieces.

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Flavor in the foil wrapped pieces could be improved. Flavor had a very strong, synthetic taste. Suggest wax wrapped pieces be checked up; they were very poor eating pieces of candy.

Code 2P39

Butter Cream Caramels—About 8 Ozs.—25c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. One layer white box printed in gold, cellulose wrapper.

Appearance of Box on Opening: Good. Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Box and packing are neatly done, but caramels are high priced at 50c the pound. Quality of caramels is in the 29c lb. class.

Code 2R39

Marzipan—1 $\frac{1}{4}$ Ozs.—5c

(Sent in for Analysis—No. 4341.)

Appearance of Bar: Good. Red printed foil, paper band printed in gold and black.

Size: Small for a 5c seller.

Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Texture: Good.

Taste: Good.

Remarks: Very few people like almond paste. As a 5c bar, I do not think a bar of this type would be a large seller.

Code 2S39

Assorted Nut Meats—1 Oz.—10c

(Purchased in a drug store, New York.)

Appearance of Package: Good. Plain cellulose bag, red paper clip on top.

Assortment: Brazils, cashews and peanuts.

Roast: Good.

Taste: Good, except the pecans, which had a very old and rancid taste.

Remarks: Suggest that filberts and almonds be added to the assortment. Plain roasted nuts do not taste as good as salted nuts. Suggest nuts be salted to improve the taste.

Code 2T39

Chocolate Covered Molasses Chips—1 1/4 Ozs.—5c

(Purchased in a lunch room, New York.)

Appearance of Package: Good.

Size: Good. 4 chips in a tray, printed cellulose wrapper.

Coating: Dark. Good.

Center: Sponge molasses chips.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating chocolate-covered chip, well made and of good quality.

Code 2U39

Milk Chocolate and Toasted Almonds—1 3/4 Ozs.—5c

(Purchased in a lunch room, New York.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside foil wrapper, outside red paper wrapper, printed in yellow and white.

Chocolate: Good.

Texture: Good.

Taste: Good.

Remarks: Printing on bar is a little misleading, as it reads: chocolate and toasted almonds. Bar contained very little chopped almonds, mostly all toasted cereal.

Code 2V39

Assorted Caramels—1 Lb.—29c

(Purchased in a department store, San Francisco, Cal.)

Sold in bulk.

Caramels were in wax paper cups.

Assortment: Vanilla Nut Caramels.

Color: Good.

Taste: Good.

Texture: Good. Chocolate Nut Caramels:

Color: Good.

Texture: Good.

Remarks: One of the best caramels at this price that the Clinic has examined this year. Caramels were well made and good eating.

Code 2W39

Old Fashion Molasses Bar—1 Oz.—5c

(Purchased in a department store, San Francisco, Cal.)

Appearance of Bar: Good. Printed wax paper wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is the best 5c molasses bar that the Clinic has examined in some time. Well made and had a good molasses flavor.

Code 2X39

Assorted Salted Nuts—1 Lb.—29c

(Purchased in a Brownie Nut Shop, San Francisco, Cal.)

Box: Brown folding box, printed in brown.

Appearance of Box on Opening: Good.

Contents: Peanuts, cashews, brazils, pecans and almonds.

Quality of Nuts: Good.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: One of the best salted nut samples that the Clinic has examined for some time. At this price, these nuts are exceptionally cheap. Neatly packed.

Code 2Y39

Caramels—1 Lb.—20c

(Purchased in a 5 & 10c store, New York.)

Sold in bulk—cellulose wrappers.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: Quality was very good for this priced candy. Suggest more invert be used, as caramels had started to grain. A good inverted sugar would prevent grain and would not toughen the caramel.

Code 2Z39

Chocolate Coated Jumbo Nougat—1 3/4 Ozs.—5c

(Purchased in an office building, New York.)

Appearance of Package: Good.

Size: Small. 2 pieces on a piece of board, printed cellulose wrapper.

Coating: Dark.

Color: Good.

Gloss: Fair.

Strings: Good.

Taste: Not up to standard used on 5c bars.

Center: Color: Good. Texture: Good. Taste: Good.

Remarks: Bar is small-looking and quality of coating needs checking up.

Ferbo ^{A and B}
BUTTER FLAVORS

- They flavor to "Rare appetizing taste."
- Made to the Highest Standard of Quality: Stability and reliability for more than 30 years.
- ALSO: "High-Score Butter-Scotch"
"Caramel Nut-Butter"
"Pure Essence of Figs"

THE FERBO CO.
MADISON, N. J.

COATING PRIMER BY GIANINI OFF PRESS

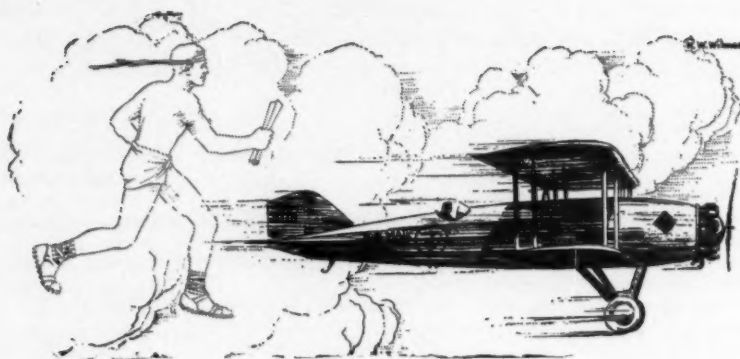
A series of articles on machine-coating of chocolates which was written by Mario Gianini, superintendent of Wallace & Co., Brooklyn, N. Y., and which appeared serially in various issues of *THE MANUFACTURING CONFECTIONER* last year, has just come off the press in booklet form. One of the few works available on the subject of chocolate-coating of candies by machine, it is as valuable to the superintendent and executive as it is to the man actually operating a coater. The routine of preparing the machine, the coating, the centers, etc., is covered, as are various stunts and "kinks" which the author has discovered in many years of working on chocolate goods and with chocolate-coating machines. A limited number of the booklets have been printed and these are available in single copies or in quantities.

for February, 1939

"BANKERS MONTHLY" DISCUSSES CONFECTIONERY CREDITS

A confectionery manufacturer has a better chance of obtaining credit from bankers if he is sure of his costs and can show that orders on hand will net a profit. This is the gist of an article titled "A Candy Manufacturer's Loan Hazards," appearing in the February issue of *Bankers Monthly* under the authorship of Prudence W. Allured, publisher and business manager of *THE MANUFACTURING CONFECTIONER*. Candy manufacturing offers an excellent field for new loans, says the article, provided bankers understand the merchandising problems and essential insurance coverages. Protection given manufacturers by various types of insurance is listed, as are policies of manufacturers which avoid serious losses and hazards which may result if such policies are now followed. The article is timely and informative. Reprints are available to those interested.

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M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

Famous Beech Nut Case

Other of our subscribers may be interested in the following letter answering a question which came to us relative to the famous Beech Nut case. The writer, Mr. Hughes, Trade Mark Counsel for the N. C. A., has clarified the issue. Mr. Hughes' letter:

You referred to comment by one of your subscribers on the legal effect of the State Fair Trade Acts as compared with the decision of the U. S. Supreme Court in the famous Beech Nut case.

Without attempting to go into all of the nice legal points involved, and merely for the purpose of giving you what might be called a bird's eye view of the situation as I see it, is, therefore, the purpose of this letter.

In the famous Beech Nut case, which involved an action against that company by the Federal Trade Commission on account of unfair competition under the Federal Trade Commission Act and the Clayton Anti-Trust Act, the Commission found that the Company was maintaining what might be called black lists of customers who were price cutters, or customers who sold price cutters. The company rigidly enforced what was termed the Beech Nut Sales Policy and lined up wholesale, jobbing and retail trade for the strict enforcement of that policy, the purpose of which was to prevent anyone anywhere along the line from cutting certain standard prices which that company had established on its products.

The reason that the company was condemned for what it was doing was not because it was refusing to sell price cutters, but because it was combining with its customers and their customers, which is forbidden in the Anti-Trust Act. It could do as it pleased, so far as selling, or not selling any customer who cut prices, but when it combined with customers and their customers to accomplish the result it had in mind, that was a direct violation of the law.

The Court in deciding this case, stated that the company could refuse to sell to others, and withhold its goods from those who would not sell them at the prices which it had fixed for their resale, but that it could not legally by contracts, or combinations, expressed or implied, unduly hinder, or obstruct the free and natural flow of commerce in the channels of interstate trade. Please note that the Court referred to "interstate trade" and not intrastate trade.

The Court also said that the facts show that the Beech Nut sales policy went far beyond the simple refusal to sell goods to customers who would not sell them at the prices which had been fixed by the company.

Therefore, the Court sustained the order issued by the Commission in its general terms, but said that it regarded it as being a little bit too broad and that without referring to details the Court said that the order should have been to cease and desist from cooperative methods with its distributors, customers, and agents.

Insofar as the State Fair Trade Acts are concerned, they pertain only to intrastate sales and when the Supreme Court passed on the question of the validity of the Illinois and the California

Acts, that was made very clear in the Court's opinion, and also that those two laws were intended to protect the trade-marks of the manufacturer, and for no other purpose; and to illustrate what the Court meant, the Court said that if the merchandise were not trade-marked, the law would not apply. The situation is very different from that which came up in connection with the Beech Nut Case. The Court said that the state had the right to legalize contracts relative to the resale of merchandise within the state on the terms set forth in the Fair Trade Acts.

The Court also said that it must be strictly an individual proposition between the manufacturer and his customers and that the manufacturer's customers could not combine for the purpose of maintaining prices, and neither could various manufacturers combine for the same purpose. In other words, so far as the legal principle was concerned of selling, it was just the same as it was in the Beech Nut Case, and that was, that the manufacturer had the right to establish resale prices on his product sold within any state and refuse to sell customers who would not maintain them, but could not combine with others in doing so.

(Signed) Walter C. Hughes

* * *

Need for Retail Section

'I find your new section for the 'Manufacturing Retailer' very interesting. There is no doubt that there is a field to be covered along these lines and the new department should prove helpful to both the manufacturing retailers as well as to the advertisers in THE MANUFACTURING CONFECTIONER.'

(Signed) H. W. (Flavor House), New York.

* * *

VERIFICATION OF JOB QUESTIONS

This is to thank you in behalf of the Division of Standards and Research of the U. S. Employment Service for your cooperation and assistance in the verification of the job questions in the field of confectionery manufacture. The suggestions and assistance which you have given to us have been of great service in collecting questions for use in employment services throughout the country.

(Signed) W. Stitzenberger,
U. S. Dept. of Labor,
Div. of Standards and Research,
Chicago, Ill.

* * *

RECEIVED MARS BOOKLET

I am in receipt of yours of the 25th and also the booklet, "A Trip Thru Mars," and wish to thank you for obtaining it for me.

(Signed) H. V. Menz,
W. Menz & Co., Ltd.,
Adelaide, Australia.

CLINIC INTERESTS

Thank you for directing our attention to analysis on Hershey's 1-cent "Mr. Goodbar" published in your Candy Clinic. We regularly read these analyses with great interest.

(Signed) J. L. Stahl, Jr.
Hershey Chocolate Corp.
Hershey, Pa.

It is certainly a pleasant feeling to know that the efforts one puts forth are recognized and appreciated. Thanking you for your good work and hoping that you continue to show the Industry what is beneath the surface.

(Signed) L. Tarleton,
Coxon Company
San Francisco, Cal.

We appreciate very much the consideration given our products by your Candy Clinic.

(Signed) Otto Schnering,
Curtiss Candy Co.
Chicago, Ill.

We are pleased to know that the product of this factory rated a place on your annual list of those chosen by your clinic superintendent for special recognition. We want you to know that we consider it a very high compliment.

(Signed) E. R. Wood,
Pan Confection Factory,
Chicago, Ill.

Thanks very much for your analysis of our marshmallow bar which we submitted to the "Industry's Candy Clinic." Your suggestions will be very helpful.

(Signed) C. L. Supplee,
Frantz Candies, Inc.
Lancaster, Pa.

We are pleased to read the Clinic report about our bar and we thank you for the good findings about the penny bar.

(Signed) H. J. Pettit,
Planters Nut & Chocolate Co.
Suffolk, Va.

INQUIRY FOR PECTIN

Thank you very much for telling us of the interest of your reader in Tampa, Fla., in our citrus pectin for use in jelly candies. We are writing this concern today, supplying them with formulas and quotations.

(Signed) D. R. Thompson,
California Fruit Growers Exchange,
Ontario, Cal.

WANTS MACHINERY

Kindly submit us your quotations for one machine for formation of filled candy, with equalizing arrangement but without coupling conveyor; and one machine for the drawing of filled candy having the form of a stick.

Technopromimport,
Dept. Promoborudovanie,
Moscow, 9, U. S. R. R.

Reply: We have referred your letter to several large confectionery machinery companies who undoubtedly will write you direct giving quotations on the machinery requested.

WINDOW CARTOON CONTEST

Many thanks for the friendly story you wrote about my store in the December issue. I thought it was very well written and the picture was better than the views shown in the local newspapers. I received several letters from other readers congratulating me on the stunt. One came from Canada.

(Signed) Howard Vair,
Vair-E-Best Chocolates,
Detroit, Mich.

INQUIRY

Is it possible to buy cream, evaporated or condensed, with a butter-fat content of 20 per cent?—Cleveland, Ohio.

Reply: We have been informed that it is possible for you to buy 20 per cent butterfat cream in Cleveland and are sending you the name and address of the source. The price basis is 12c over Chicago 92 score butter market.

INDUSTRIAL RELATIONS CONFERENCE IN CHICAGO

The mid-winter conference of the Personnel division of the American Management Association, will be held at the Palmer House, Chicago, February 15 to 17. Among topics to be discussed will be: Collective bargaining by employer associations in dealing with Unions; Applicability of the British and Swedish labor systems to American conditions; and Regularization of employment. Some of the speakers and their topics include the following: C. M. Chester, chairman of the General Foods Corp., will discuss "Top Management's Responsibilities in Making Industrial Relations Policies Work"; Alex Elson, Chicago regional attorney of the Wage & Hour division of the U. S. Dept. of Labor, who will talk on "Wages and Hours"; Henry Clifton, Jr., McLanahan, Merritt and Ingraham, whose topic is "State Wages and Hours Legislation and Personnel Problems Raised by the Walsh-Healey Act"; W. R. Coley, factory manager, Leeds & Northrup Co., who speaks on "Principles of Job Rating"; H. H. Kerr, president, Boston Gear Works, who will discuss "Merit Rating," and many other equally important speakers and informative topics.

TWELFTH DEPT. OF COMMERCE SURVEY SCHEDULES MAILED

The U. S. Department of Commerce requests that the schedules to be prepared for the Twelfth Annual Survey of the Confectionery Industry be returned promptly. They were mailed to all confectionery manufacturers on Jan. 16. In a letter to Max Burger, secretary of the N. C. A., Edward L. Lloyd, chief of the market data section of the marketing research division of the Department of Commerce, says: "This schedule will have to be followed carefully if the survey is to be released by May 22" (opening date of the N. C. A. Convention). In a letter addressed to THE MANUFACTURING CONFECTIONER, Wilford L. White, chief of the marketing research division, said: "Information on returned goods and a breakdown of bar goods sales by retail price classes is to be developed as a part of this year's survey in addition to the regular data on state production by varieties, distribution trends, and related statistics." May we urge our readers to return the filled-in questionnaires without undue delay, since it is essential that the data be tabulated by the end of March in order to have the totals ready by Convention time.

CORRECTION IN WAGE GRAPH NECESSARY

We are indebted to Floyd J. Hosking, of the Corn Industries Research Foundation, via E. H. Clark, for the solution of a puzzle which arose last month when Confectionery Industry statistics were published in graph form in THE MANUFACTURING CONFECTIONER. Speaking of the labor statistics, our January article stated: "The real low for wages did not appear until 1935, however, and in view of the upward swing in number of plants and product value in that year, this trend is difficult to explain."

And well it might have been, for it now appears, thanks to Mr. Hosking's keen eye, that the figure of \$32,252,000, given by the U. S. Bureau of Census for total wages earned in 1935, was incorrect. It should have read \$39,252,000. Discovery of this error, then, changes the picture considerably, and with this change, the graph for wages swings into line with the other statistical trends shown by the census totals. By inking-in the righthand graph on page 22 of the January issue of THE MANUFACTURING CONFECTIONER, readers will get the true picture of wages earned in 1935.



EDITORIAL

PROBLEM

WHEN the new Food and Drug Law goes into effect next July 1, every label now being used on packaged candy will be obsolete and perhaps most of it illegal. An appalling number of millions of new labels will have to be designed, checked up by lawyers, and produced. The figures remind one of astronomical mathematics, or of the financial report of the federal government.

Before even the designs can be made, however, some interpretation still is necessary as regards the detailed regulations which were promulgated by the administration recently and printed in this publication last month.

Competent authorities state that in all the United States there are not sufficient facilities to produce all labels which will be required by foods, drugs and cosmetics by July 1, even though the job could be started at once, and not even by July 1, 1940. Some, indeed, estimate that at least two or three years will elapse before all labels subject to the new law can be changed. In short, even if next July is the deadline, how are manufacturers going to get new labels onto all the various commodities this year, next year, or even the year after?

The answer is obscure, and not without its elements of humor. A few weeks ago printers and label designers and manufacturers were thinking that the new label requirements might bring them in quite a bit of business in 1939. It begins to appear that they were right.

So far as candy manufacturers are concerned, now that the regulations are out, it might not be a bad idea to get started on those new labels. And so long as the labels have to be changed, why not give some of the good design artists a chance to show what a real label can look like?

FREE DEALS

EARLY last Spring, the college of business administration of the University of Indiana conducted a survey of grocery and drug stores in several counties of the state. The data compiled by this survey reveals interesting facts concerning the attitude of store owners toward free deals from wholesalers or manufacturers. The object of the survey was to obtain a comprehensive picture of existing patterns in the distribution of foods and drugs. Typical industrial, semi-industrial, semi-rural and rural counties were included, and to make the data more comprehensive, at least three counties in each classification were surveyed.

Out of a total of 298 owners or managers of stores of all sizes interviewed by the students, 162 voiced a negative attitude toward free deals, while 136 stated they were in favor. This in itself is not an overwhelming majority against free deals, but the mere fact that a majority of

store owners or operators actually voiced a sentiment against free goods at least indicates to sales executives that the free deal as a sales builder is not nearly as effective as some are inclined to believe, and that the better retailer, the better merchandiser does not need that extra inducement to push your product.

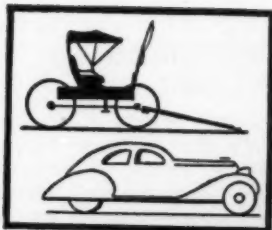
Further, the survey showed that owners of stores with a fresh, clean appearance, with bright, attractively-dressed show windows, did not favor the free deals. Here, then, seems to be the cue which a smart sales manager needs to find a substitute sales inducement to replace the dubious value of the free deal. That cue points to better merchandising and this, in turn, points to the very definite necessity of sales managers training their envoys to teach dealers the value of a good attractive store exterior, neat and attractive arrangement of merchandise inside the store, better display of stocks, and bright, appealing window dress-up. Teach the dealer how to achieve these things, and you will not need to cut into your own profit in order to bribe him with free goods to stock your candy. Who but the manufacturers' salesmen are in the best position to teach dealers how to sell candy?

CONFECTIONERY CREDIT

WITH the high mortality rate among confectionery manufacturers indicated by the recent report on the industry by the U. S. Bureau of Census, it is apparent that radical changes are necessary in financing of candy concerns if the Industry's credit is to stay good. In the February issue of *Bankers Monthly*, an article titled "A Candy Manufacturer's Loan Hazards," treats the subject of confectionery credit from the standpoint of insurance coverage and merchandising problems.

On the part of the confectionery manufacturer, his chance for obtaining credit from his bank is good if he is sure of his costs and if he can show that the orders on his books will actually net a profit. So far as the banker is concerned, confectionery manufacturers are a good risk for loans, provided bankers understand something about the merchandising problems confronting candy producers and take the time to make a careful check on insurance coverages carried by the manufacturer.

Within the past few months several of the real "old timers" among candy manufacturers have gone to the wall. The article in the bankers' business paper should do much to offset the inference of shaky conditions in the Candy Industry which some of these bankruptcies would seem to indicate. There's nothing much wrong with the candy business that cannot be remedied by a re-approach to some of the fundamental principles of good business management.



You can't sell buggies in a streamline age!



I'VE
DISCOVERED
SOME GRAND
NEW CANDY.
HAVE SOME?

OH, IT'S THAT
NEW KIND MADE
WITH EXCHANGE
CITRUS PECTIN
-JUST LIKE JELLY
-IT'S MARVELOUS

Today...

They want something
NEW!
You can get it!

**We sell the newest thing for Bulk Candies—
Pectin—These new bulk goods mean profits**

Sure, times are better. People are buying. Happy days are here again. But—are you getting your share of the new dollars that are rolling—specifically—in your Jelly Goods line? Some of the boys are—with Pectin—and here's why:

If you want to profit *now*, dress up your line with *new merchandise*. People aren't interested in buying the same old stuff they've had ever since the Spanish War. That's why there are new model automobiles every year—why the railroads run streamline trains.

Pectin goods are *new*. Clear, sparkling, colorful—they have new eye-appeal. Tender, tangy, delightfully zestful to eat. They give a new taste thrill. They're the kind 1937 quality buyers like and will pay for.

And best news of all—they keep your costs down. Exchange Citrus Pectin, world's best for confectioners, is selling today at lower prices. It's easy to handle, sets quickly. You get a day's run out in a day. Requires no drying room. Longer shelf-life, too.

Send for *free sample*. Don't take our word for it. Prove it for yourself. Use coupon—today!



CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Sec. 202, Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

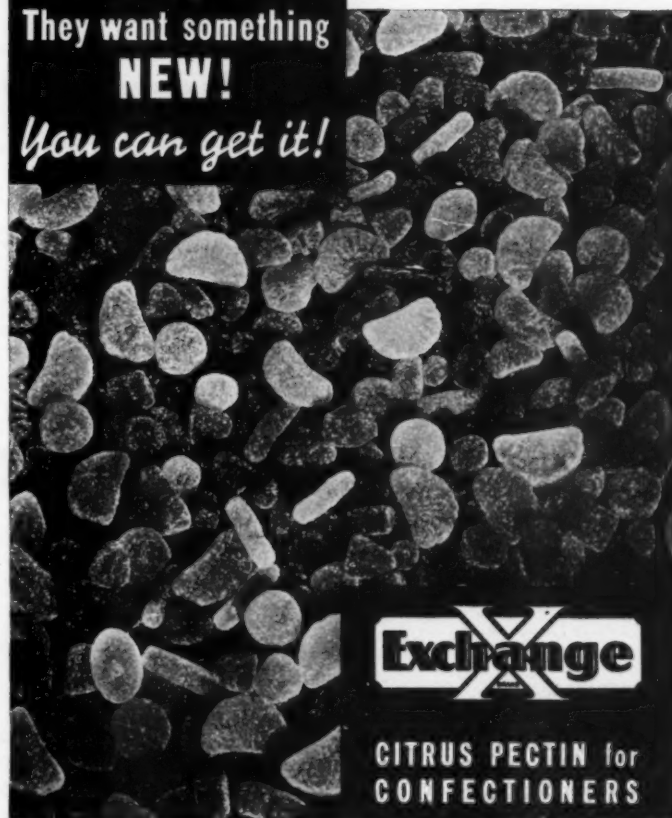
Company _____

Street _____

City _____

Mark for attention of _____

Copyright, 1939, California Fruit Growers Exchange, Products Department



Exchange

CITRUS PECTIN for
CONFECTIONERS

PRODUCTS DEPARTMENT
CALIFORNIA FRUIT GROWERS EXCHANGE
189 W. Madison St., Chicago, Ill. Ontario, California 99 Hudson St., New York, N. Y.

TOBACCO DISTRIBUTORS ELECT PINNEY PRESIDENT

The National Association of Tobacco Distributors, at their convention in the Palmer House, Chicago, Jan. 18 to 21, elected Henry J. Pinney, H. E. Shaw Co., Worcester, Mass., president of the organization for the ensuing year. According to reports from the association's secretary, Joseph Kolodny, Jersey City Tobacco Co., Jersey City, N. J., this 7th annual convention of the association was the largest of the annual meetings held so far by the organization, and several of the innovations, particularly the Junior executive sessions and the round table conferences, were well attended and productive of much valuable information on merchandising and distribution problems. Among the large list of exhibitors were numbered also the following confectionery companies and allied trades: E. J. Brach & Sons, Chicago; Curtiss Candy Co.; Bunte Brothers; Dupont Cellophane; Reynolds Metals Co.; Walter H. Johnson Candy Co., and others. Round table discussions treated, also, problems of interest to the confectionery industry, such as: What constitutes competent management of and fair compensation to the distributor's salesman? To what extent should distributors be instrumental in improving retail merchandising—effectuating price stabilization, sponsoring and aiding in the enactment of appropriate legislation, improving merchandising technique? How can mechanical merchandising be managed efficiently and successfully? Among the entertainment and special features was the crowning of a "Tobacco Queen" on the evening of Jan. 20. The convention was closed with a banquet on Saturday, Jan. 21.

NEW YORK MANUFACTURERS TO HOLD DINNER-MEETING

Leading manufacturers of confectionery in the New York area together with virtually all of the prominent supply trade executives will assemble at a special dinner for active and associate members of the Association of Manufacturers of Confectionery and Chocolate of the State of New York on February 23, at Keen's Chop House, 36th Street east of 6th Avenue. Special honor will be conferred upon Albert Horowitz, Up-To-Date Candy Co., who assumed the presidency of the association when James D. Cronin resigned following his transfer to Minneapolis. In Mr. Horowitz' honor, the event will be known as "Albert Horowitz Night." David P. O'Connor, Penick and Ford, Ltd., is in charge of the arrangements. Charles Haug of Mason, Au and Magenheimer, will represent the candy manufacturers on the arrangements committee.

NEW ENGLAND CANDY SHOW, MARCH 28 TO APRIL 1

A gigantic Candy Show and Pageant, the first to be held in Boston in 13 years, is being planned for March 28 to April 1 by the New England Manufacturing Confectioners Association, according to word received from Secretary Walter H. Belcher. The Exhibit will feature the wares of the confectionery manufacturers from all parts of the country as well as of the Supply Trade, and invitations to attend will go to candy jobbers and buyers for all types of retail outlets, including drug stores, candy stores and department stores.



Silent chain direct motor drive illustrated. Also available with V-belt direct motor drive, or with tight and loose pulleys for belt drive.

Better Marshmallows at Lower Cost

Perfect manipulation of each batch, increased beating space per unit volume, rapid cooling, long-life sanitary construction, and low operating cost, are some of the reasons why confectionery plants are standardizing on

SAVAGE BEATERS

Four beaters of 200-lb. capacity will supply a Mogul for continuous operation.

All Savage machines are built by experts who know the problems of the candy manufacturer. Our wide experience enables us to give intelligent counsel on all manner of equipment problems. Regardless of what your present requirements are, it will pay you to get in touch with Savage.



SAVAGE BROS. CO.

2636-46 GLADYS AVENUE - CHICAGO

SAVAGE is still SAVAGE—Since 1855



Ethavan

(Ethyl Vanillin)

Vanilla-like in flavor, Ethavan has a relative flavoring strength approximately three times that of Vanillin, and its cost, based on flavoring strength, is lower. Its more pronounced aroma and flavor meet the highest standards of consumer specification, having won wide acceptance among manufacturers of chocolate, ice cream, food flavors and confections.

Compare Ethavan with Vanillin by using it in your own formula. For increased flavoring strength, added bouquet and low cost, always specify Ethavan!

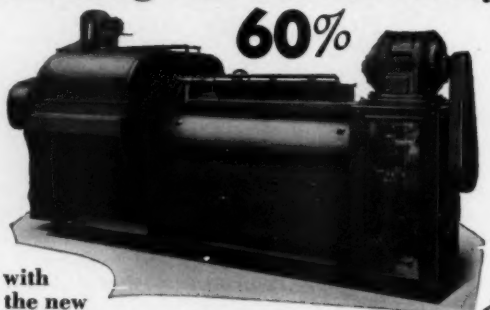
Samples, further information and prices will be sent on request.

Monsanto Chemical Company
St. Louis, U. S. A.

New York • Chicago • Boston • Birmingham • Detroit • Charlotte • Los Angeles • San Francisco • Montreal • London

Conching Time Reduced By

60%



with
the new

LEHMANN DISC CONCHE..

HERE is a new aid to economy in the making of chocolate, two efficient units combined. It produces the same taste development in chocolate in 24 hours as is obtained in upwards of 72 hours of conching by older-type machines, and it turns out this better grade of chocolate with notable economies in cocoa butter.

Highest flexibility in controls for temperatures and aeration is featured, permitting application of specific requirements of the chocolate expert.

This conche synchronizes the various operations such as dispersion, aeration and moisture evaporation, so that the entire processing is effected in the shortest possible time.

Technical Inquiry Invited—Send for Illustrated Booklet.



**J. M. LEHMANN
COMPANY, Inc.**

Established 1834

250 WEST BROADWAY
NEW YORK, N. Y.

The Standard for Quality
in Machinery Since 1834

Factory: LYNTHURST, N. J.



A Complete Pectin
Product for Making
Jellied Candies

READY
to Use
NOTHING
to Add

SPEAS MFG. CO. KANSAS CITY MO.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

CONFECTIONERS' BRIEFS

JOHN HENRY JOINS FATHER'S CANDY FIRM

John Henry, who has been with the Walter Baker & Co., Inc., division of General Foods Corp., since 1932, more recently as sales manager of the bulk sales division, on February 1, joined the Dewitt P. Henry Candy Company, Philadelphia, of which his father, D. P. Henry, is president. From 1932 to 1935, Mr. Henry was a general assistant in the coating and cocoa production, research and sales service of Walter Baker. In 1935, he was transferred to the company's Western sales office in Chicago, to become sales manager in charge of bulk coating, liquors and cocoa powders. He returned to headquarters at Dorchester, Mass., in 1937, as assistant bulk sales manager, and became bulk sales manager on July 1, 1938.

W. A. Karbach, formerly assistant general manager of the National Candy Co., St. Louis, has left the firm, according to reports.

Independent Candy Co., Chicago, has moved to its new location at 2856 West Harrison st., Chicago. Morris Hoit, founder of the business and father of Solomon Hoit, president, died Jan. 30.

Chas. C. Walker, who recently returned to this country after doing technical work in a confectionery plant in Colombia, South America, announces that he has applied for a patent on an entirely new process for making chocolate-coated chewing gum, the patent covering not only the gum itself but also the coating process. Mr. Walker at one time headed the candy production department of Vander Bies, Inc., St. Paul, Minn. Plans for production of this new gum are as yet incomplete, the inventor indicating that he is open to bids on it from manufacturers or financial backers.

Wholesale Candy and Tobacco Salesmen's Association, New York, announces through its business agent, A. Strauch, that the organization will hold its 9th Annual Dinner and Dance at the Hotel Riverside Plaza, New York, on March 11. Subscription is \$5, and no tickets will be sold at the door.

The annual Midwest Food Manufacturers and Allied Lines Credit Conference will be held at the Hotel LaSalle, Chicago, February 24, at 9 a.m. Speakers include: Phil S. Hanna, editor of the *Chicago Journal of Commerce*; Guy E. Reed, vice president of the Harris Trust & Savings Bank; W. K. Yates, sales manager for the Morton Salt Company; Bert M. Foot, credit manager of the Cedar Rapids (Iowa) office of Penick & Ford, Ltd., Inc.; Robert Boggess, Inland Warehouse Co.; and Robert G. Elliott, Jacques Mfg. Co., former president of the Chicago Association of Credit Men, which is sponsoring the conference. There will also be a period of round table discussion, which will be handled by H. K. Heath, Durkee Famous Foods.

The annual banquet of the Retail Confectioners Association of Philadelphia will be held at the Benjamin Franklin hotel, Philadelphia, February 20, according to an announcement by Harry C. Nuss, secretary of the organization. Tickets are available at \$4.

National Food, Drug & Cosmetics Board of Trade has been organized with temporary offices at 10 East 43rd St.,

THE MANUFACTURING CONFECTIONER

New York. The board will be a contact between Food, Drug and Cosmetics manufacturers and the U. S. Dept. of Agriculture. It is a non-profit organization of which manufacturers in the three fields covered by the New Food and Drug law may become members.

Financial difficulties which resulted in the appointment of a receiver for the F. J. Banta & Son Co., Lima, Ohio, more than four years ago, culminated recently in a court order for sale of the candy factory and its equipment. The factory building and real estate is worth an estimated \$29,040. Equipment is listed as personal property and its value cannot be made public. It is not known at this writing whether the equipment is being offered for sale.

Federal Judge F. A. Geiger of Milwaukee, Wis., held in an opinion on Jan. 30 that Stephen F. Whitman & Son, Inc., Philadelphia, has no exclusive right to use the word "instant" or "instantaneous" in its trade mark. The company sued the Robert A. Johnston Co., of Milwaukee, charging that Johnston's use of the word "instant" in the trade mark on a product was violation of plaintiff's registered trade mark in which the word "instantaneous" is used. Judge Geiger held that plaintiff's trade mark was not properly registered.

Chester A. Asher, Jr., head of Chester A. Asher Co., Germantown, Pa., and president of the Associated Retail Confectioners, has been confined to Naval Hospital, League Island, following an operation. He will be released from the hospital about Feb. 15, to complete his recuperation at home.

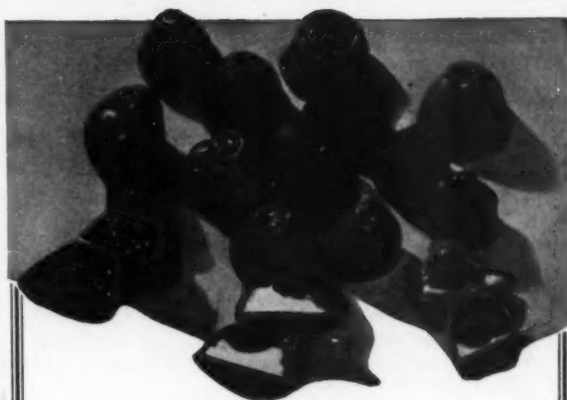
Peter Leenaars, Sr., founder in 1921 of the firm of Leenaars Chocolates, Battle Creek, Mich., which he sold to his son, P. J. Leenaars, Jr., in 1935, is opening a small confectionery business in Gainesville, Ga. Opening of the new business is incidental to Senior Leenaars' desire to spend his winters in the South and also to gather information for the conduct of a confectionery business under different climatic conditions from those he encountered during his 15 years' activity in Battle Creek.

Chicago Candy Production Club will hold its annual "Ladies Night" at the Chez Paree, February 15, according to President Geo. A. Eddington. The program will consist of dinner, the floor show headed by Lupe Velez, and dancing.

Rockwood & Co., Brooklyn, N. Y., is featuring an early morning radio broadcast tied up with news as the backbone of its 1939 advertising campaign for "Pecan Feast," its 5c milk chocolate nut bar. Newspaper advertising will appear weekly, featuring cartoons and jingles. Both campaigns are confined largely to the eastern part of the country.

Miss Catharine Burns, daughter of Francis Burns, vice president and general manager of Loft, Inc., New York, froze to death on Oneida Lake, New York, Jan. 21, when she and her companion, Martin B. Newell, became lost in a blizzard which overtook them while they were ice fishing.

C. P. Schuler, founder of the Schuler Candy Co., Winona, Minn., of which he became president in 1911, died at his home in Winona, Jan. 24, following a week's illness. Mr. Schuler was born in Buffalo County, Wis., Dec. 12, 1861. He engaged in the bakery business in Winona in 1883. Later he went into the wholesale ice cream business and jobbing of soda fountain supplies. In 1911, he founded



Add Distinction and Healthful

Appeal to Your

Valentine's Day and Easter Chocolates!

Delicious Cordials

with

BLANKE-BAER DIPPING
FRUITS

Tempting Creams

with

BLANKE-BAER
CONCENTRATED
SEEDLESS PURE FRUIT
PUREES

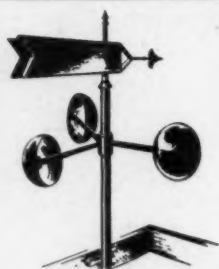
(Suggested Formulas on Request)

BLANKE-BAER
EXTRACT & PRESERVING CO.
ST. LOUIS, MO.

CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

FORECAST:

*Ideal
production
weather*



THANKS TO AIR CONDITIONING

Leave your product to the whims of Old Man Weather—and production schedules suffer, spoilage piles up, profit margins disappear.

But . . . control plant weather with Sturtevant Air Conditioning Equipment and stickiness is prevented . . . spoilage reduced . . . production runs smoother all along the line.

All types of candy are now being made under ideal conditions of temperature and humidity maintained



by Sturtevant Equipment . . . fruit drops at Lifesavers, Inc., chocolates at Louis Sherry, Inc., and many others.

A talk with the engineer in our nearest office may help in solving the weather problem in your plant.

THE COOLING & AIR CONDITIONING DIVISION B. F. STURTEVANT COMPANY



Hyde Park, Boston, Mass.

ATLANTA CAMDEN CHICAGO GREENSBORO
LOS ANGELES NEW YORK

The

LIPEOMETER

(FAT TESTER)



... gives a **direct** reading when employed with a special solvent and other **simple** apparatus, for the **rapid** determination of **COCOA BUTTER**.

Manufactured by

SCHWARZ LABORATORIES
INC.

ANALYSTS

CONSULTANTS

Specialists in the Chemistry of
Confections and Cacao Products

202 East 44th St.

New York, N. Y.

the Schuler Candy Co., and thereafter traveled for his company for many years covering the states of Wisconsin, Illinois, Indiana and Michigan. More recently he has been jobbing candies. He also was a member of the Minnesota state legislature in 1911. Surviving are: Miss Hattie Schuler, daughter and three sons, George A., Frank M., and Charles C. Schuler, and one sister, Mrs. Katherine DeMong. Mrs. Schuler died in Nov., 1938.

The round-up of insect-infested and unclean foods continued in December, according to the Federal Food and Drug Administration. The campaign begun 18 months ago for clean candy is still turning up objectionable goods. Seizures were made during December of 444 boxes of miscellaneous candies that had become infested during storage.

The Candy Executives Club of Brooklyn, N. Y., held its annual meeting at the St. George hotel, Brooklyn, January 17. After the dinner, elections of officers and directors took place, and the following officers were chosen for the coming year: Andrew B. Henning, president; Harry Wischmann, 1st vice president; Harry Altman, 2nd vice president; Mario Gianini, treasurer; and Charles A. Dillon, secretary. Directors chosen to succeed themselves include: Bob Bergen, Harry Wischmann, and Harry Altman, according to W. H. Haug, chairman of the Club's publicity committee.

The annual contest for an award presented by the Sales Managers' Association of Philadelphia, and sponsored by the National Federation of Sales Executives, has just been announced. The prize, which is called the Howard G. Ford Award, is given for outstanding achievement in sales management, and will be awarded at the National Convention of the National Federation of Sales Executives, to be held in Philadelphia, June 5 to 7, 1939.

Mr. David Lytle Clark, 74, for many years president of the D. L. Clark Candy Company and the Clark Chewing Gum Company, died on February 4. He started the manufacturing of gum in 1886 and later branched into candy coated popcorn and candy bars.

Albert J. Thomas, founder of the Eda E. Thomas Candy Co., Cincinnati, Ohio, and Lexington, Ky., died recently.

David D. Long, founder of the Oswego Candy Works, Inc., Oswego, N. Y., died January 19.

Harold Starck, formerly of the American Candy Co., Milwaukee, Wis., is continuing in business, getting out a limited candy line in Milwaukee.

**QUALITY
CHOCOLATE COATINGS**

★
HOOTON CHOCOLATE
COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N. J.

ESTABLISHED 1897

ADVERTISING PAGES REMOVED

CANDY PACKAGING

DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

PUBLISHED BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison Street, Chicago, Ill.

71 West 23rd Street, New York City

COUNTER MERCHANDISERS

Packages for "Hurry-Up" Customers

Counter merchandisers are adaptable for certain types of confectionery, but these types represent such a large portion of total candy sales volume that a discussion of the packaging and merchandising phases of such merchandisers will be of interest to many manufacturers.

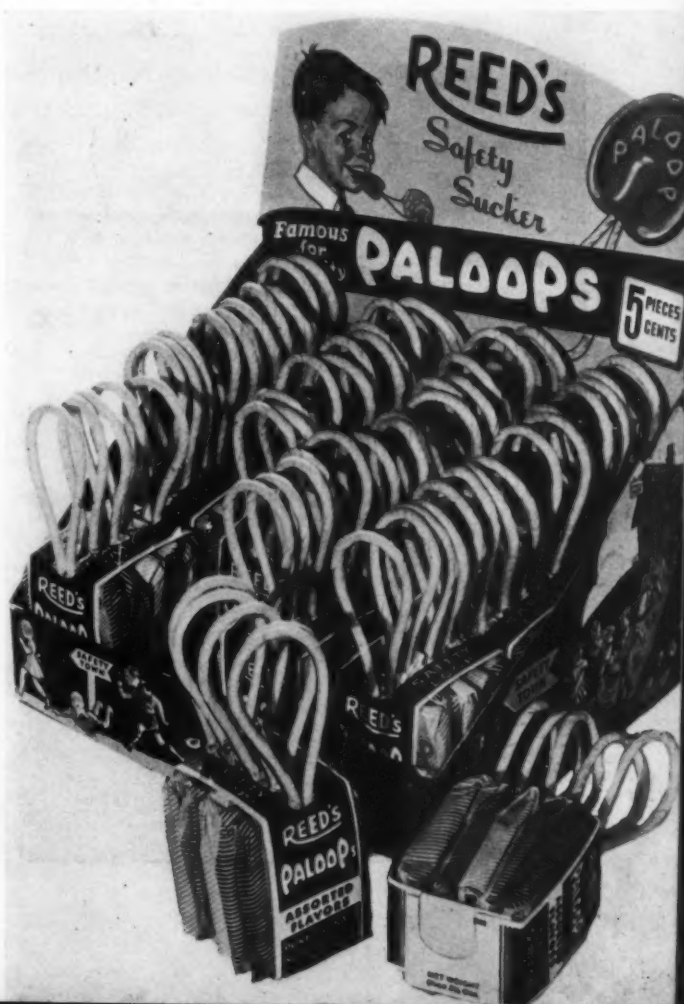
APPROXIMATELY 80 per cent of all confectionery sold is penny goods or items selling at 10 cents or less. It is this type of confectionery which best lends itself to merchandising by means of counter set-ups, self-service trays, and dispensers requiring little or no attention on the part of the candy dealer. The counter merchandiser should then, very properly, be one of the most-studied packages used by the confectionery industry. But is it? The answer is that it has received considerable attention from confectionery manufacturers, display and box designers, and container manufacturers, but somehow there still continues the attitude that, at best, such packages and displays are gadgets, "trick stuff," and worthy only of consideration for introducing new items or for putting special emphasis on established lines whose sales are lagging.

One of the functions of a package or wrap is to sell the merchandise on which it is used. That is also the one function of the counter merchandiser. Put the well-packaged merchandise in a good counter display that actually holds the candy and you should have something which is twice as effective as either one of them alone.

The candy retailer is a combination stock clerk, display man, and personal salesman. His mere preference for merchandise-holding displays, viewed in the light of his principal job of selling candy, ought really to be enough to recommend them. The dealer has space to stock his lines in drawers, on shelves and counters. But only a narrowly limited amount of shelf space is in the customer's sight, and only a restricted area on the counter may be given over to displaying his stock. The counter merchandiser takes little or no more space than a counter card and at the same time

The Merchandiser Which Permits the Customer to Take Instant Action After That Buying Impulse Will Catch Many of Those Extra Nickels and Pennies

for February, 1939



it provides room for that stock. Reserve stock from which to replenish the merchandiser may be kept hidden away in the drawer or back on the shelf, or back in the warehouse. But even where 90 per cent of that stock may be back there out of sight of the customer, the counter merchandiser is doing a job which, in many cases, even the dealer himself could not duplicate.

Obviate Necessity for Building Displays

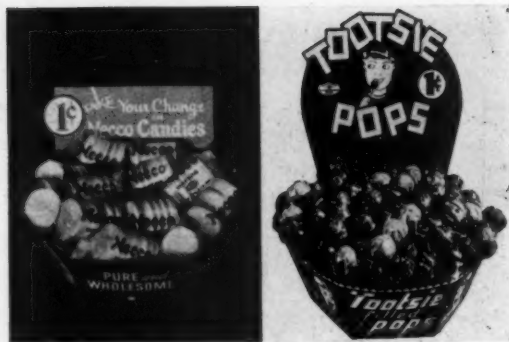
Building a display out of candy items of different shapes and sizes requires thought, planning, skill, and plenty of time. And when such a display is completed, it usually is more forbidding than tempting to the customer.

The counter merchandiser is, as a rule, so designed that merely replacing of sold item rebuilds the original design. Thus, a real problem is solved. As a personal salesman, the dealer must be continuously alert to anticipate needs, suggest, remind, inform. This is obviously impossible in a store that is as busy as the dealer would like to have it. The merchandising display does all these things silently while the customer is waiting. Candy retailers have had plenty of experience with the type of sale where the customer picks up the piece or bar and stands waiting, with the purchase in hand, for someone to take his nickel or penny. In an accompanying illustration is shown a counter merchandiser developed by the New England Confectionery Company, Cambridge, Mass., which acts as an "extra salesman."

This candy-holding display was created to take advantage of a very definite market for extra sales. With the state sales tax in effect, it was realized that customers in restaurants, drug stores, and the like, would often be receiving pennies in change after purchases of other articles. Placed right next to the cash register, this display offered various penny candy items with the suggestion: "Take your change in NECCO candies." Here the display did all the sales



Two Types of Dispensing Displays Which Have Found Favor With Candy Selling Outlets. The One on the Left Can Be Used on the Floor or on the Counter, While the Other Is for Counter Use Only.



Similar Counter Merchandisers for Different Types of Goods. Note the Request to Buy on the "Flag" of the NECCO Display and the Prominence of the Name and Price on the Tootsie Display

work. Inexpensive to design and create, the display nevertheless filled a spot in the store merchandising plan which not even the salesperson or cashier could have duplicated.

Effective in Removing Buying Barriers

People buy what they see, and this is never more true than with candy sales. No long planning precedes the purchase of a penny piece, a package of gum, or a bar. All these things are bought on the spur of the moment. The impulse to buy candy is an instantaneous thing, and the merchandising set-up which makes it possible for the customer to take instant action after that impulse is the one which is going to catch many of those extra nickels and pennies. Pictures of merchandise are fine, but pictures are at best only substitutes for the real thing. Nothing can take the place of the merchandise itself. But even where candy is displayed in a beautiful display case, there is still a glass barrier between that candy and the buyer. Counter merchandisers not only let the customer see the real thing, but they direct his vision and influence his mind at the same time. What is more important, they permit the customer to help himself before he has a chance to change his mind.

In ordinary merchandising, size, weight, price and the nature of the product are limiting factors in determining what products adapt themselves to merchandising by merchandise-holding displays. In candy, however, almost the entire range of products falling into the 1-cent to 10-cent per item class are adaptable to counter merchandising. However, it may be well to look at the limitations of such displays. As a rule, there are two types of merchandise-holding displays: one to *show* the merchandise only, and the other, to *dispense* the merchandise. The former will not be discussed here, since candy counter-merchandisers are essentially the *dispensing* type.

Risk of loss is of course the first item to come to mind in connection with counter-merchandiser limitations. There are those who maintain that every item not actually under the cover and protection of a glass, or a screen of some kind, is a primrose path for the kleptomaniac, young or old. There are various answers to this charge, however. First, this form of mania is not widespread; by actual test it has been found that by far the greatest majority of people are honest. Second, even where surreptitious pilfering does occur, the loss cannot amount to a great deal, inasmuch as candy items thus displayed are in the very lowest price range. Finally, by actual test again, it has been found by no less a merchandising authority than the William Wrigley, Jr. Co., whose gum is always displayed in open dispensers, that the extra sales from such display far outstrip the actual losses from occasional stealing. What holds true

Speed up



WITH **Riegel's**
CARTON LINER

Follow the lead of other wise candy manufacturers and get top production efficiency from your automatic cartoning machines with a Riegel box liner. It is not just an ordinary waxed sulphite, but one that has been expressly designed and produced for candy makers. It has high strength so that it will not tear when feeding into the box or in folding. At the same time, it has the proper rigidity to hold its shape and insure exactly the correct number of pieces in every box. Its clean white color is bound to please the eye — and the price is right, of course. Send for a trial roll and make your own tests.

Riegel Papers

RIEGEL PAPER CORPORATION 342 MADISON AVE. NEW YORK

for five-cent packages of gum certainly will hold, also, for penny pieces, nickel and dime packages or bars.

Merchandisers Must Be Kept Simple

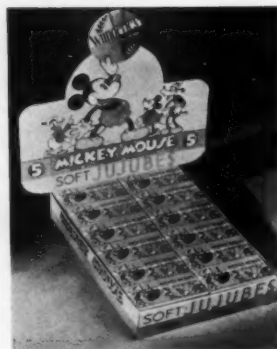
In designing and creating counter merchandisers it is important to think of the advertising message on the display and the design of the display at one time. These displays must be kept simple, and if the message and design are worked out simultaneously, both are likely to work together to make one simple, forceful appeal. The message can only be a suggestion or a reminder. At the moment when the customer is standing before the display is no time to do an educational job or to pile up reason-why arguments. Candy counter-displays, as a rule, do not err in this respect. Where they do err, however, is in the fact that too many of them carry no sales message at all but use the "flag" and all other display space for a monotonous repetition of the manufacturer's name and the name of the bar, package, or assortment. There is, of course, a certain value in letting the display do a continuous advertising job on your name, particularly if you have national distribution. But would it not be sufficient to let the individual pieces or packages do this, and use at least a part of the counter-merchandiser's display space for a direct appeal to the customer, some suggestion to buy, some statement to create that impulse to buy?

Confectionery, like all other goods, has more than one reason for its use. It is the job of research to determine the most important of these reasons, and, as a rule, only this one most important point should be put across by the counter-merchandiser. If your research uncovers several appeals of equal importance, these should be used for several different displays rather than grouped together on one. The "customer-in-a-hurry" will not take time to find out all the reasons why you want him to buy.

In addition to this, your design and "copy" idea must be three-dimensional, since three dimensions are actually used on the finished job. This means, simply, that the display itself (background, etc.) is in two dimensions, while the merchandise-holding part makes up the third. The next step, then, is to bring the merchandiser within bounds as to size. Merchandising experts state that the safest rule in this respect is to keep the dispensing display small, since the dealer's available space for such dispensers on top of the counter is as a rule limited. The candy manufacturer using such displays does not lose out by a small display for two very logical reasons: first, the dealer is more likely to use a smaller one. A display that is economical in counter space required has a better chance of being set up than of being baled up as waste paper; and by actual experience it



Penny Sacks of Nuts in Counter Display and Merchandising Set-Up. The Display Carries No "Flag" But Its Omission Is No Glaring Fault, Inasmuch as the Nuts in Transparent Sacks Will "Sell Themselves"



Playing on the Popular Mickey Mouse Theme, This Merchandiser Attracts Trade For Jujubes

has been found that a number of small displays give better coverage than does one large one. Secondly, dealers are more likely to put small displays in the most effective spot—on a main counter or near the cash register.

Another item of relative importance is that the display ought to be beautiful, for the dealer, if he is going to use the display, wants it to add to the beauty of his store, wants it to help "put his store over." And no matter how disorganized or "junky" his own set-up is, he resents and will not use a dispenser that indicates this same feeling to his customers.

Psychology of Arrangement

The final question as regards counter-merchandisers is that of order versus confusion. Theoretically speaking, the human mind is supposed to be attracted by order and repelled by disorder. That theory is found wanting, however, in the case of the dispensing type of display, for the mind, likewise, hates to destroy a well-ordered, neatly arranged display, and a customer may be reluctant more often than not, to break up a display that looks too neat and orderly, by taking out a piece, a bar or package. The answer, therefore, is a compromise that takes care of both these impulses: confine some of the merchandise to one part of the display in a neat arrangement, appealing to the order-habit, but have another part of the display in a humble-jumble, helter-skelter arrangement so that the customer will have no compunction about picking up one of the pieces. A sign will help on the display, too, and while the words "Take One" or "Help Yourself" cannot be used because of the implication of free samples, some other message like "Fresh!" or "Delicious!" or even a prominent display of the price will accomplish the selling purpose.

Like every other form of advertising, and the counter-merchandiser also functions as an advertisement, there must be a change of scenery frequently, else the dispenser and its message lose their appeal and their power to arrest attention. At first blush, this might appear to make the use of counter-merchandisers an expensive proposition. However, as a rule the requirements for such dispensers are so great that the price per unit on a quantity basis can be brought down to a negligible amount. Unless the confectionery manufacturer has a well-manned advertising-merchandising department, the design and creation of counter-merchandisers should be placed in the hands of responsible specialists, of which there are a number in various parts of the country. Specializing in this type of merchandising-advertising set-ups, these designers and manufacturers are able to incorporate into your counter-merchandisers the important features listed herein and turn out effective pieces for each individual confectionery manufacturer's line.

PROGRAM OF NINTH PACKAGING CONFERENCE

DETAILS of the 9th Conference on Packaging, Packing and Shipping, to be held concurrently with the 9th Packaging Exposition, at the Hotel Astor, March 7 to 10, inclusive, are announced by the American Management Association, sponsoring organization for the conference and exposition.

The exposition, the largest showing of machinery, equipment, supplies and materials for packaging, packing and shipping ever held in this country, will present the products of some 75 companies. A feature of the exposition will be a showing of all packages entered in competition for the 8th Irwin D. Wolf Awards for distinctive merit in packaging.

The conference program of features interesting to the confectionery industry follows:

UNIT PACKAGING SESSIONS

Tuesday, March 7

Morning

CHAIRMAN—Alvin E. Dodd, President, American Management Association, New York, N. Y.

10:00—PACKAGING FALLACIES

Harry J. Higdon, Advertising Manager, Phoenix Metal Cap Company, Chicago, Illinois

Luncheon

1:00—A PLAN FOR TRAINING INDUSTRIAL DESIGNERS

Irwin D. Wolf, Vice President, Kaufmann Department Stores, Inc., Pittsburgh, Pennsylvania

Afternoon

2:30—PACKAGING AND THE NEW PURE FOOD, DRUG AND COSMETIC LAW—A Symposium

Manufacturer—E. A. Means, Vice President, Bristol-Myers Company, New York, N. Y.

Retailer—Liggett Drug Company, Boston, Mass.

Designer—Martin Ullman, New York, N. Y.

Lawyer—Arthur Spencer, Breed, Abbott & Morgan, New York, N. Y.

Wednesday, March 8

Morning

CHAIRMAN—D. S. Hopping, Director of Sales, Celluloid Corporation, New York, N. Y.

10:30—PROGRESS IN INFORMATIVE LABELING

The Consumer's Point of View—Dr. Esther Cole Franklin, American Association of University Women, Washington, D. C.

The Merchant's Point of View—Harold Brightman, Vice President, L. Bamberger & Company, Newark, N. J.

11:30—NEW USES FOR LAMINATED MATERIALS

Allan S. Cole, General Manager, Breskin & Charlton Publishing Company, New York, N. Y.

Afternoon

CHAIRMAN—Joseph Givner, Assistant to Vice President, Sears Roebuck & Company, New York, N. Y.

2:00—PACKAGING CLINIC

Containers—W. F. Deveneau, Sales Promotion Manager, National Folding Box Company, New Haven, Conn.

Materials—F. L. Triggs, Advertising Manager, Riegel Paper Corporation, New York, N. Y.

Design—Ben Nash, New York, N. Y.

Color—Arthur Allen, New York, N. Y.

Product Manufacturer—*C. B. Wright, Cannon Mills, New York, N. Y.

Retailing—United Cigar-Whelan Stores Corporation, New York, N. Y.

PACKING AND SHIPPING SESSIONS

Wednesday, March 8

Morning

CHAIRMAN—J. N. Hamilton, Supervisor of Factory Packing, Montgomery Ward & Company, Chicago, Illinois

9:30—RECENT DEVELOPMENTS IN WOODEN SHIPPING CONTAINERS

C. D. Hudson, Secretary, National Wooden Box Association, Washington, D. C.



What to Expect from BURRELL FEED AND BOTTOMER BELTS

Faster Cooling—Burrell Treated Bottomer Belts are treated to shorten chocolate set-up time.

Longer Life—Burrell Belts are made of high-grade, durable materials that will stand the severe punishment.

Non-Shrinking—Burrell Treated Belts do not shrink.

No Stretch—Burrell Belts are woven to eliminate objectionable stretch.

With all these advantages, it's no wonder BURRELL Feed and Bottomer Belts are favorites with confection manufacturers. They can be had in any width . . . any length . . . treated or untreated. Let us send full information.



413 S. Hermitage Ave.
CHICAGO

55 W. 42nd Street,
New York City

3118 N. Broad Street,
Philadelphia, Pa.

FOR CONFECTIONERS . . .

WHO HAND WRAP

IN "CELLOPHANE"



This PETERS "CELLOPHANE" SHEETING AND STACKING MACHINE will save you 10-25% of your material cost . . . by purchasing it in rolls and cutting it into the desired size sheets, ranging from 2" to 24" wide x 3" to 28" long.

Fully Automatic

It requires no operator since the machine automatically stops when the stacker table is filled. Either one or two rolls are handled at the same time.

Other Features

It is quickly adjusted from one size sheet to another . . . portable . . . requires floor space of only 3'x4'

. . . operates from electric light socket . . . Electric

Counter available. Eye furnished for handling printed material . . . Slitter and Predetermining

Ask us to send you full information on this economical machine for your plant and see for yourself how rapidly your material cost can be reduced.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.

10:30—WORK SIMPLIFICATION IN THE SHIPPING DEPARTMENT

Clifton Cox, Industrial Engineer, Merck & Company, Rahway, N. J.

Thursday, March 9

Morning

CHAIRMAN—A. W. Luhrs, President, Container Testing Laboratories, New York, N. Y.

9:30—PROGRESS IN PACKING FOR SHIPPING

Tom L. Lussen, Packaging Engineer, The B. F. Goodrich Company, Akron, Ohio

10:30—REDUCING PACKAGING COSTS

R. C. Reed, Secretary, Packaging Committee, The Texas Company, New York, N. Y.

PACKAGING MACHINERY AND PRODUCTION

SESSIONS

Tuesday, March 7

Morning

CHAIRMAN—Frank B. Fairbanks, Secretary-Treasurer, Horix Manufacturing Company, Pittsburgh, Pa.

9:30—WHAT'S NEW IN PACKAGING MACHINERY

*Francis P. Chilson, Technical Consultant, "The Drug and Cosmetic Industry," New York, N. Y.

10:30—THE LIGHTWEIGHT GLASS PROGRAM

*George Ackerman, Secretary, Glass Container Association, New York, N. Y.

Afternoon

CHAIRMAN—H. A. Sumner, Assistant General Manager, Norwich Pharmaceutical Company, Norwich, New York

2:00—QUESTIONS-AND-ANSWERS SESSION

Packaging Machinery

Cartoning—*Charles L. Barr, Vice President, F. B. Redington Company, Chicago, Illinois

Wrapping—*George Mohlman, Vice President, Package Machinery Company, Springfield, Mass.

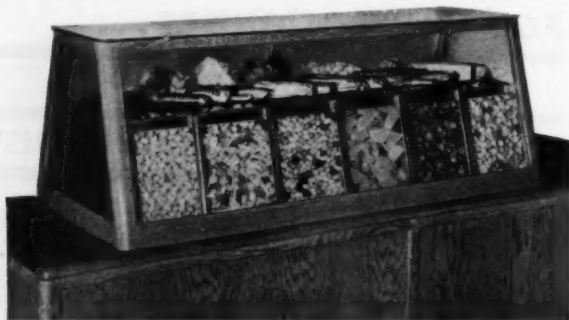
Labeling—*Carl Lambelet, President, New Jersey Machine Corporation, Hoboken, N. J.

Capping and Filling—*George Pond, Pneumatic Scale Company, Quincy, Mass.

Production

Food—*George Webber, Standard Brands, Inc., New York, N. Y.

*Tentative.



Help Your Dealer Sell and He'll BUY MORE CANDY

NO. 912

Columbus **ADVANCED**
SALESCRAFT
Bulk and Bar Case.

Here is a compact bulk and bar counter case that can be furnished on a quantity deal—and repay the small cost many times.

When you let your dealer "worry about it," after stocking him with your product you are letting yourself in for a long dry spell. Many manufacturers are "following through" to the final sale—to the buying public—and outselling competition. Let us tell you how they are doing it—and prospering.

WRITE FOR COMPLETE DETAILS

THE COLUMBUS SHOW CASE CO.
COLUMBUS—OHIO

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City



Winter is with us at last. We have been doing a lot of bragging in the Middle West about being 2 or 3 degrees warmer most of the winter so far than Florida, etc., but it finally hit us; it's 11 below zero as I sit and write this report. However, the moisture the country will derive from the snow will help a lot in the spring, and then, too, people will feel better now that we are having seasonable weather.

* * *

I missed the following customers who were in Chicago attending the Tobacco Meeting this past week: Sam Kiser, Capital Tobacco Corp., Charles City, Iowa; Renz Edwards, F. S. Edwards Tobacco Co., Kansas City, Kan., and Hymie Zorinsky, Omaha Tobacco Co., Omaha, Neb. No doubt they will bring home a lot of new ideas.

* * *

Vic Polansky, candy buyer for The Western Grocer Co., Mason City, Iowa, advised me Flapper Fanny says, "Coffee isn't the only thing that is fresh when dated."

* * *

"A man may be the worst kind of a failure and still become an outstanding success by changing his way of thinking." Quoted by Emmett Fortier, salesmanager, Brach's Candy Specialties Co., Chicago.

* * *

Roy Owens, candy buyer for The Ft. Dodge Creamery, Ft. Dodge, Iowa, says a live man pays 25¢ for a shave, a dead man pays \$5. Better be a live man.

* * *

Carl Underwood, Oskaloosa, Iowa, is now associated with Tom Glass, candy broker of Des Moines. Good luck, Carl.

* * *

Ray Graham, who buys the candy for Paxton-Gallagher Co., Omaha, told me the following. A man and his wife recently went for a hike in the woods. Suddenly they realized they had lost their way. "I wish Emily Post were here with us," said the husband, "I think we took the wrong fork." A little tame for Ray, I'll agree.

* * *

Otis Longbottom, new salesmanager for The Fisher Nut Co., Minneapolis, is responsible for the following. Dr. Slicem: "Now don't worry about your wife. You'll have a different woman when she gets back from the hospital." Chubbywitts: "But what if she finds it out, Doc?" Not starting off badly in his new position, if you ask me.

THE CANDY PACKAGING CLINIC



Courtesy Shellmar Products Co.

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

Assorted Chocolates

Excellent Design

1 lb.—\$1

CODE 2139—Description: Telescope box with extension edge top and bottom. White litho paper printed in pale pink and light blue. Label in bottom right-hand corner identifies assortment. A label on the rear classifies the candies in the assortment. The entire box is wrapped in cellophane, the flaps of which are secured by scotch tape.

Design: At the left, in a scroll upon which is lettered the words "Ye Finest Candies," is a figure of a woman in colonial dress. The trade mark is in modern script lettering at the top right, in light blue, and under this, the words "Chocolates" in reverse white, hand lettered.

Colors: The paper is pale pink; some of the lettering in light blue, as is part of the figure, while others is white.

Box Findings: Parchment type liner, printed in gold; new type embossed padding, the embossing in pink again carrying out the cover idea; a package insert in pink and blue again carrying out the colonial idea and containing a statement relative to the quality of the chocolates and a guarantee. The upper layer of candy is in a tray edged in white. The parchment liner passes completely around this tray. Lower

layer has diagonal dividers, and under the layer is a false bottom.

Appearance on Opening: Effort has been made to produce pieces in keeping with the newer trend in American candies, that is, smaller. It is the opinion of the Clinic that the color of the coating is too dark, though the chocolate has been nicely milled and flavor is excellent. The monotony of color in both layers has been broken up by the use of two gold foiled and two cellophane wrapped pieces in each layer. The liner and padding give the assortment a definitely "classy" appearance.

Sales Appeal: With the correction of color, that is, use of a stronger tone of pink, this package should have good sales appeal, especially to women or as a gift package for women.

Display Value: Good.

Remarks: This package has been recently re-designed. There was a division of opinion over this package. Some members of the Clinic regarded the color combination as too weak. Suggested that use of stronger tones would bring out the lettering to better advantage. In the accompanying illustration are shown the old box and the new box. Re-design of the colonial figure and other decorative work on the box top and sides is considered good, but legibility of the lettering is reduced because some of it is done in reverse white against a background of pale pink. Lettering on the old box is much

more legible. It is suggested that the company experiment with pink cellophane in order to strengthen box color. The little stickers used to identify each assortment tend to cheapen the box.

Fruit & Nut Chocolates

Selected as Excellent

2½ lb. and 1 lb.—98c and 39c

CODE 2239—Description: Straw-board box, top of which is covered with cheap white litho paper printed in red and gold.

Design: Modernistic illustration in gold running around the box top at the right, depicting a cherry tree, a Hawaiian girl with a pineapple, a squirrel chewing a nut, a butterfly, and stars. The lettering at the left includes heavy shaded letters spelling out "Fruit & Nut," and under this in large script letter the word "Chocolates." In smaller letters under this, the weight of the package. All in red. On the sides of the box, in block modernistic lettering is a description of the candies in the assortment. At one end is a bowl of fruit in gold and the words "Fruit and Nut" under it, in red; at the other end, in red, the manufacturer's name and address.

Appearance on Opening: There is a definite let-down for the observer when this box is opened, for the exterior design and lettering has built up to something unusual on the inside, something

of quality. Instead, the box contains cheap, machine-made cordialized pineapple, strawberry and cherry and cheap nut clusters topping cream centers.

Box Findings: No liner or pad. White glassine cups. White strawboard dividers. Cheap strawboard layerboard. Dividers for the bottom layer are made from the same material as the layerboard.

Remarks: The Clinic's reaction to this box has been hinted at in the remarks under "Appearance on Opening." The exterior design and lettering led one to expect a high-quality assortment of exquisite candies on the inside, and when the cheaply packed, cheap candies turned up, there was a sense of frustration, a let-down. It seems strange that such a good job of design should be used on candy which can be bought anywhere for about 19c a pound.

Licorice Counter Set

12 Sacks—1 3/4 oz. each—5c each

CODE 2339—Description: Die-cut counter merchandiser containing 12 cellophane bags. When the box is set up, the hinged top folds in the center and slips into a slot at the rear, making an attractive flag. The bottom of the box is provided with an easel which raises the rear to give better visibility. The individual sacks are closed by means of clasps.

Design: The central theme of the design on both carton and sacks is a sailing ship, printed in white against a black background. The wave effect is carried completely around the side of the box, and around the top is a rope-design border. Lettering on box and sacks is done in the same rope design, which is in keeping with the trade mark of the goods and the sailing ship.

The entire carton is black, on which lettering and illustration and decorations are printed in white.

Colors: White on black.

Appearance: Black is the conventional color to use for licorice, and in combination with the white lettering, etc., this merchandiser makes a striking appearance, as do the individual sacks of licorice squares.

Sales Appeal: Good.

Display Value: Excellent.

Remarks: The only criticism of this assortment concerns the weight of cellophane used for the individual sacks. It is suggested that moisture-proof cellophane be used. The candy will stay fresher and the bags will not dry out and break easily, as do those now used.

Heart Box of Chocolates

Selected as Outstanding

1 lb.—\$1

CODE 2439—Description: Red heart box wrapped in red cellophane. Extension edge top and bottom. The cover is padded and re-inforced and has a white edge.

Colors: Red, white and black.

Design: The design and lettering on this box are the same as used on this manufacturer's regular oblong box, and consists of a colonial scene in silhouette in black and red on a white background. Underneath this scene is the name of the assortment, in black lettering.

Appearance on Opening: A single layer of dark and light coated chocolates interspersed with four panned almonds and two gold foiled pieces. Candy had good gloss. The pack itself could have been improved through use of pieces of more uniform size.

Box Findings: Glassine liner with spider-web embossed design. Brown glassine cups.

Sales Appeal: The heart box with its design made familiar through this manufacturer's use of it on his regular line should be a good seller for Valentine's Day.

Remarks: Use of the familiar design to tie this heart assortment up with the manufacturer's regular line is an excellent idea. Anyone familiar with this brand of candy and partial to it would unquestionably turn to this heart assortment for Valentine's Day gift candy, since the design, etc., indicates the purchaser can expect the same kind and quality of candy as in the regular box.

Valentine's Day Gift Box

Selected as Outstanding

1 lb.—\$1

CODE 2539—Description: Heart box wrapped in red cellophane. Red embossed cover with white edging. Extension edge top and bottom. White bottom. Cover is reinforced with corrugated board.

Design: Heart-shaped picture of an old time roadside tavern in the center. At the lower right side of this is a white and black panel containing the name of the assortment and the manufacturer.

Colors: Red predominant. Black and white.

Appearance on Opening: This assortment is much the same as that just discussed above, with the exception of the gold foiled pieces. This particular assortment looks to be better packed.

Box Findings: Glassine liner embossed with spider web design. The liner has a small cut-out for facilitating



Several of the Heart Boxes Submitted to the Packaging Clinic by Various Manufacturers. These Boxes Were Selected as Outstanding Either Because of the Box Itself, the Design of the Cover, the Pack, Findings, etc. The Center Box Represents the Very Best in All-Around Features

the insertion of a finger to lift it from the candy. Brown glassine cups.

Remarks: The Clinic feels that this manufacturer has done a fine job, first, in selecting a quality box, and then, in applying designs to this and the previously discussed box which would tie both up to his regular line. Thus, he has achieved a box that appeals to his regular trade and will stand up in shipping, etc. These boxes rank with the best valentine boxes the Clinic has ever examined.

Heart Box Assortment

1 lb.—\$1

CODE 2639—Description: Red heart box wrapped in pink cellophane, with gold cut-out "To My Valentine" pasted to wrapper (outside). Box top has a red ribbon running diagonally across it, with a large bow in the center.

Design: The box is perfectly plain except for the trade mark which is in gold at the upper left hand, and the ribbon and bow. The lower part of the box is covered with gold paper and has a slight extension edge.

Colors: Red and gold.

Appearance on Opening: This box contains a good looking assortment of light and dark coated pieces, interspersed with two gold foiled pieces and two red-foiled pieces. The box has been carefully packed and the candies look fresh and appetizing.

Box Findings: Heart-shaped cellophane liner with cut-out for lifting. Box insert in brown and white containing a statement relative to the purity and quality of the candy. Brown glassine cups.

Sales Appeal: Good.

Display Value: Good.

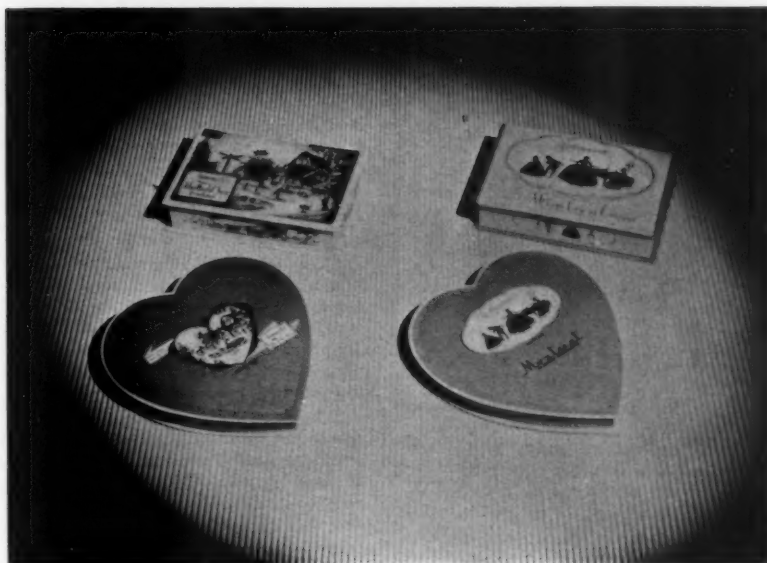
Remarks: This is an attractive box, filled with candies which although not of the very best \$1 per pound quality, are nevertheless good enough and attractively enough packaged that they will attract a good volume of business for Valentine's Day. Sold through a drug chain, this assortment comes also in 1½ lb. and 2 lb. boxes. Use of the pink cellophane is particularly commendable as this adds to the richness of the box coloring.

Valentine Box

1 lb.—75c

CODE 2739—Description: Perfectly plain stock heart box, with red cover and white bottom. Wide extension edges both top and bottom. This is wrapped in pink cellophane to which are pasted cut-out stickers showing the manufacturer's name and "To My Valentine," both in gold script lettering. A gold price seal was also pasted to the outside of the cellophane wrapper. Pasted to the bottom was a label containing a description of the assortment. The cellophane wrapper was secured with gold seals.

Design: None.



Indicating Clever Use of the "Family Design" to Tie-in This Manufacturer's Regular Line With Special Holiday Boxes. Selected as Outstanding by the Clinic

Appearance on Opening: A decidedly "different" appearance was given to this pack by the use of red cups. The pack consisted of light and dark coated pieces, two panned almonds, and two pieces wrapped in gold foil. Gloss and stringing of the individual pieces was very good.

Box Findings: Tissue paper padding, wax paper liner with cut-out to facilitate lifting, red glassine cups.

Sales Appeal: Not particularly good, as even the cellophane wrapper with the paste-ons does not hide the fact that the box is very cheap.

Display Value: Fair.

Remarks: Dipping of the individual pieces was excellent, but the use of red cups, while "different" and carrying through on the Valentine idea, nevertheless makes the candy look poor. Red as applied to boxes and even bar wraps is not particularly objectionable, but when it is used too close to what the purchaser considers better-quality

candy, it has a tendency to prejudice the purchaser and the eventual eater. Suggest that white or brown cups be used.

Marshmallow Bars

3 oz.—5c

CODE 2839—Description: Marshmallow bars covered with toasted coconut, wrapped in cellophane under which is inserted a triangular silver label overprinted in black with the lettering showing through in reverse silver.

Design: A simple triangular design with plain stock lettering identifying the candy and the manufacturer.

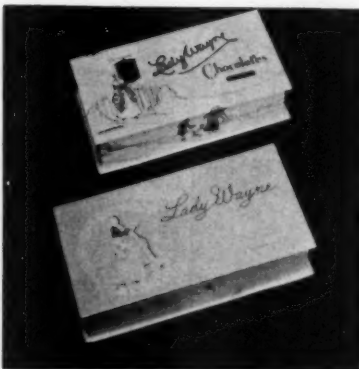
Suggestions: While we are informed that this marshmallow bar is a good seller even with its present wrapping and labeling, the Clinic believes that the wrap could be improved through use of printed cellophane instead of the foil label-insert. A good cellophane printing concern could also give this manufacturer good service as to a better design and use of more attractive coloring. Since the toasted coconut is already brown, a combination of gold and red, printed right on the cellophane wrap would make this an unusually attractive bar.

Almond Fudge Bar

2 oz.—5c

CODE 2939—Description: Fudge-almond center bar wrapped in a glassine wrapper in brown and orange colors.

Design: The name of this bar is a play on the manufacturer's name and the title of a movie which was successful a year or so ago. The name is lettered on a scroll and panel running the length of the bar, in reverse white, and



The Lower Box is a Re-Design of the Upper One. The Reproduction Fails to Bring Out the Fine Points of the New Design. But the Clinic's Report Gives the Details

CANDY TIED WITH

PIBBONS — Means More Sales

We have largest stock in the Middle West

Satin—Messaline—Tinsel—
French Chiffon—Novelty and
Printed Ribbons—Rib-O-Nit
—Ready-Made Bows and
Rosettes.

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CHICAGO

brown in red outline. The reverse side of the wrapper is white upon which the manufacturer's name and two N.C.A. Slogan insignias appear in brown print.

Sales Appeal: There is nothing about this bar or its wrapper to give it unusual sales appeal. The top side of the wrapper appears to have too much lettering, and the Clinic fears that the sales appeal which the name might have had when the movie it refers to was playing the first-run houses, has now been largely dissipated.

Suggestions: It is the opinion of the Clinic that the manufacturer would do well to have this wrapper re-designed by a good artist, and that other colors be chosen. Brown and orange in combination have little to recommend them for use on wrappers of goods so competitive as 5c bars.

Valentine Chocolates

Selected as Outstanding

2lb.—\$2.50

CODE 21039—Description: Satin-covered cerise heart box, with cerise satin ribbon and bow on the cover, which is slightly extension edged. The bottom part of the box is covered with gold paper.

Design: There is no design or printing on this box, the only adornment being the satin ribbon and bow.

Appearance on Opening: Dark coated chocolates of semi-miniature size,

interspersed with three pieces covered with German red foil and one panned jordan almond in red with a topping of silver dragees on one end. Gloss and stringing of the pieces are excellent and flavoring is of high quality. The whole atmosphere of the pack is of "class."

Box Findings: Glassine liner embossed with spider-web design. Brown glassine cups. The box is edged with lace flies. Tissue padding.

Sales Appeal: While the price of this box may be a little high for the ordinary pocket-book, it is felt that a goodly number of these Valentine gift assortments will be sold in this company's retail outlets, especially in the higher-class suburban areas.

Display Value: Shown in the excellent window display set-ups for which this company's retail outlets are well-known, this heart box has excellent display value which will be equalled by few boxes packed for the Valentine trade by wholesale manufacturers.

Remarks: This box and its pack have an air of distinction which will attract the better-class trade. Since it is sold entirely through the company's own outlets, the lack of design or printing of any kind on the box top do not detract from the saleability of the assortment. On the contrary, to add printing or some fancy design would be to take from the assortment that air of distinction which the manufacturer has planned for it. This is an outstanding hand-made box, by any standard of measurement.

Fudge Bar

2½ oz.—5c

CODE 111938—Description of Wrapper: Opaque white glassine on which is printed a criss-cross design in faint yellow. Diagonally across the front of the bar, from lower left to upper right, runs a bold streak of red about 1½ in. wide, on which is printed in yellow the name of the bar, which in turn is superimposed upon a figure of a horse and rider in blue. All other lettering is in blue.

Remarks: The colors of red, yellow and blue seem to clash on this wrapper, even though the design itself is rather simple, as it should be on a bar wrap.

Official Bulletin

of the

International Office

for

Cocoa and Chocolate

69 rue Ducale
Brussels, Belgium

Annual Subscription
30 belgas

The design seems to be an attempt to cash in on the child-appeal created by a certain radio hero-rider who performs prodigious feats of horsemanship, sleuthing and righting of wrong. If this design must be maintained, it should be redone to give the whole theme more "punch."

Bars

1½ oz. each—No Price

CODE 111738—Description: Rum-flavored and coffee-flavored cream centers, chocolate coated and wrapped in foil printed in blue and brown.

Contents: The contents of these bars is much finer than one would expect from the unattractive wrappers on them. The rum-flavored bar is artificially flavored, but the texture of the cream center is smooth and tender. The chocolate-flavored bar also has an excellent center which is mildly flavored. Both bars are adequately coated with chocolate of good quality.

Sales Appeal: Negative.

Display Value: Negative.

Remarks: As mentioned, these bars are of better quality than the wrappers indicate. Both would have a greater sales appeal if the wrappers were re-designed. On the coffee-flavored bar particularly, the brown color used to print has a tendency to flake off, ruining the whole design. Improvement in the wrappers will improve the sales of these bars. At present they look like cheap merchandise.

"Candy Packaging"

Appears Four Times A Year

(February, May, August, November)

as a
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THE *Manufacturing* RETAILER



HIRING HELP FOR THE RETAIL SET-UP

By **GEORGE A. EDDINGTON**

Superintendent, DeMets, Inc., Chicago

HIRING and training help for the retail candy organization should be more than a haphazard selection of available workers, and since most of our workers in factory and stores are girls, certain very definite considerations should guide the personnel manager or hiring executive. One of the important requirements from every prospective employee, regardless of sex, along with the filled-in application form, should be a bill of health from a reputable physician. In some states this is a legal requirement for all persons working in food-producing establishments, but even where the law does not require a health certificate, the confectioner who does so is merely buying himself a form of insurance.

The filled-in application forms will tell you at a glance whether the girls you are hiring have had experience in candy making or selling. For my own part, I prefer to work with those who have had no previous candy experience simply because the inexperienced employee does not need to "un-learn" many habits and methods of doing things acquired in some organization other than our own.

Whether experienced or not, every candy girl should begin her employment in the factory, and this factory "course" should, in my opinion, cover a period of from one month to six weeks on the average. The first work usually given to the new employee is kitchen work of some simple kind, as for instance wrapping individual pieces, learning to pack boxes and tie them. By working with the various types of candy produced in the factory, the girl aiming at a sales job gradually gets to know the lines, the markings identifying different pieces, the packs of certain stock assortments, the varieties, and so on. This information will later help her to be a much more efficient salesperson. The girl showing special aptitude for factory work should be given every opportunity to find the type of steady job for which she is best fitted. Of course, in the smaller shops the factory or kitchen workers cannot be too highly specialized, since the volume of production is not such as to require a large factory force and hence, each worker must of necessity acquire skill in several jobs. In this case, the training period will soon show the superintendent that one girl may have the touch required for dipping, another for work in



Every Girl Expecting to Sell Candy Should Spend a Certain Period in the Factory to Learn About Your Goods

the packing, and so on down the line. In packing, it is essential that the workers do not have moist hands, as finger moisture leaves prints on chocolate pieces.

Stringing Requires Special Skill

In my experience it takes from three to six months to develop good hand-dippers. Some persons never acquire the "touch," while others acquire skill in a comparatively short time. Stringing, especially, calls for a certain "feel" for the work which is akin to that of artists or sculptors. Good stringers can tell by the feel of the chocolate whether it is in proper temper for good stringing or not. As they string, they keep working the chocolate and "seeding" it to keep the proper stringing temper. This "feel" comes to the stringer only after many days of actual work with chocolate, and as I have said before, some persons never acquire it.

Packing of box assortments does not require the same kind of ability or inherent qualities, yet it, too, is not a job which every worker can do satisfactorily. Some persons are just naturally more clumsy than others or more careless of results. Packing becomes more or less routine with the girls who do this work all the time, yet even where the packers are following a prescribed sample assortment, the skillful and clever packer will often figure out ways of making that prescribed pack look much better than the one



Retail Shop of One of Chicago's Better Manufacturer-Retailers. The Intelligent Salesgirl Who Knows the Lines, the Flavors, the Markings, the Assortments, and So On, Can Do a Much Better Job of Personalized Selling If Trained in the Factory

who is putting in time only. The superintendent should be on the lookout for the packer showing initiative, for in this person he will find good supervisory talent. What applies for the packers may also be said of the shipping room help who, in an organization having more than one retail outlet, prepare the boxes before they go onto the store shelves and counters. The run-of-mine worker will be the one who merely follows orders in tying and wrapping the assortments according to prescribed samples. The extraordinary one will find ways of wrapping and tying, placing stickers and seals, and dressing up the ribbon bows and wrap-arounds with special twists or frills.

After a girl worker has had about six weeks of this factory training, she is ready to go out and become "second girl" in one of the retail stores. As we have said, not all are adapted for sales work, but at the end of six weeks the superintendent or personnel supervisor should know whether the new employee is adapted to store work or whether she should remain in the factory. In most cases today, the retail manufacturer will take the new employee and put her right into a store. This is a mistake, I believe, and is one of the prime causes for the large and wasteful turn-over of candy shop help the industry is experiencing. This work pays beginners as well as any other store work and is, in my opinion, a good deal more pleasant and appealing than department store, dime store or restaurant work. Yet, the turnover in help is just as high, or perhaps even higher among candy shop girls, as among store, restaurant or five-and-ten employees.

Factory Training Aids In Meeting Sales Problems

One of the principal benefits of a factory training is, I believe, the ability to cope with special sales conditions and problems which the candy shop girls meet in their stores

almost every day. One of the drawbacks to the factory training idea is that many girls today are not willing to wet or dirty their hands. Their attitude is that to be a good sales girl in a candy store the only requirements are beauty of face or figure and the ability to make change for the customer. And one of the troubles of the manufacturing-retail business today is that we are hiring our help on about that same idea. I have no argument with beauty, and a neat figure attracts even my senile eye as easily as that of the next fellow, but for a real candy sales girl give me one with just a little something between the ears, and you can have all the Hollywood or Broadway aspirants. Of course, if you can get that unusual combination of brains and beauty, by all means grab it. But give her several weeks in the factory before you put her on the sales force so that she may do the kind of job for you that will bring the kind of results you'd like to get from your stores.

I believe one of the most important questions to put on your application form is a question as to the prospective employee's plans. The employer ought to have some assurance that the girl he is hiring and training will not get married and leave a couple of months after she begins work. The girl who stays in your store for a longer period of time gradually gets to know her customers, and the customers get to know her. This will accomplish two important sales benefits. The first is that the salesgirl gradually becomes acquainted with the special demands and likes of the regular customers. On the part of the customer this situation works out in such a manner that as the need for candy arises, the customer immediately and unconsciously thinks of that girl in your store whom he or she has been buying from over a long period of time.

The intelligent salesgirl will establish a list of good customers and the candies or assortments which they like best. It is not difficult to acquire such a record. It merely means

paying closer attention to the contents of the box, the price, the special pack or wrapping which the good customer habitually buys. A permanent record ought to be kept of unusual or large sales of this kind, along with the customer's name. Here again, the factory-trained girl can do a much better selling job than the one who is hired and sent directly to a store. Knowing the lines, the flavors, the assortments, and the ingredients of the stock, such a salesgirl can do a much better job of personalized selling than the one who has never been inside of your factory or kitchen.

Train Salesgirls Away from Mere "Order-Taking"

It seems to me, as I visit the shops of retail manufacturers, that most of our sales girls are too eager to take and too reluctant to give. By that I mean, too few of them are willing or able to do an intelligent job of "selling" the merchandise to the customers. That is particularly true in retail organizations dealing largely in packaged assortments. Here the salesperson will nine times out of ten merely stand and look with that "well, make up your mind" stare while the customer blindly asks for that dollar special shown in the window. There is too much of this type of order-taking and not enough real "selling" done in our shops today. If we trained our girls to learn the stock and the lines and gave them information which they could use to "sell" the customer and give them just a small bonus or commission incentive to do such selling, I believe we could net enough from such "plus" sales to more than offset the extra cost of achieving such salesmanship. After all, our "specials" are designed merely to get customers into the stores. We should not permit them all to leave without having heard that we do make and sell other equally delicious candy besides that dollar box they asked for.

One of the most successful department stores in the world is located right here in Chicago. The watchwords guiding its sales policy are "quality and service." I do not know enough about dry goods and the host of other merchandise sold in this store to qualify as critic of the quality of the goods, but I do know that the service is without equal anywhere in the world. And if I did not know that, the attitude of the salespeople who work there would soon bring it home to me. First of all, their approach to the customer is genteel and courteous. Then, they convey a feeling of quiet confidence in their merchandise and their ability to serve you to your complete satisfaction. Finally, they are trained to assist with suggestions, ideas, information as to material and workmanship, and various little extra touches that make you want to come back again.

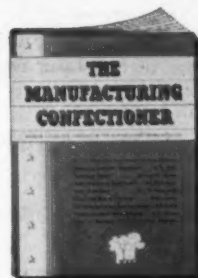
We in the manufacturing retail candy business know that we have the best obtainable in the way of quality confections. Now, if we will take the time and the effort to train our salespeople to represent us properly, we have it in our power to bring the retail candy shop back to its former position of leadership in sales of "home made" candies to the discriminating confectionery buyers of this country.

DECEMBER SALES SHOW 4 PER CENT INCREASE

Sales of confectionery and competitive chocolate products during December, 1938, increased 4 per cent over December, 1937, according to reports from over 200 identical manufacturers. Sales conditions during December were the most favorable of any month of 1938, as compared with 1937. This increase is the first time in 1938 that sales volume for any month exceeded that of a corresponding month in 1937. Sales for the calendar year 1938 were down 7 per cent below the volume of 1937. Sales of chocolate products competitive with confectionery were down 5 per cent, while manufacturer-retailers reported a decline of 10 per cent.

for February, 1939

Are You Looking Over Someone's Shoulder?



Is One Copy Enough?

- One copy of the industry's specialized, technical magazine is enough for one person, yes . . . but not for the major executives of the plant. Presidents, buyers, sales managers, superintendents and their assistants should all have personal copies of their own so they can obtain first-hand the valuable information and news of interest that appear in every issue. When somebody wishes to borrow your copy—don't take a chance on not having it returned. Instead refer him to the subscription department of **The MANUFACTURING CONFECTIONER**. You'll be doing him a favor!

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Sticks, Sucker

Trimnings
Cellulose Tape
Cord
Labels
Ribbon
Seals

Miscellaneous Items

☐ Have Salesman Call ☐ Send Information, Prices, Etc.

Company

Street

City State

By

Note: This request must bear the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an individual firm, by the owner.

A.R.C. CANDY STYLE SHOW TO BE BIGGER, BETTER

The Candy Style Show which will again be featured at this year's convention of the Associated Retail Confectioners will be bigger and better than last year, according to plans revealed by William Blatner, secretary of the association. The Convention is being held at the Statler Hotel, St. Louis, May 22 to 24.

Plans now being formulated for the convention call for the engagement of an impresario to develop and carry out the Style Show program. At the show, held in the evening on May 22, costumed beauties will wheel the candy displays through the aisles of the ballroom on specially-built rubber-tired carts so that everyone has a chance to see the styling and the packs of the candy shown. As the displays are wheeled through the audience, descriptions of the candies will be broadcast over the public address system.

The Clinic conducted at the convention this year will deal with Valentine's Day, Mother's Day and Christmas candies and packs. At this time also members will talk about display, new pieces, novelties, etc. On Sunday evening prior to the opening of the convention there will be a reception-cocktail party at the hotel. The annual dinner dance is scheduled for the evening of May 23. On May 24, members will make a tour of retail-manufacturer plants and shops in the St. Louis area. Arrangements for the convention are being handled by a local committee consisting of John Mavrakos, Mavrakos Candy Co., and George Fredericks, Herz Candy Co., in co-operation with Secretary Blatner.

Service Department

"Some time ago, perhaps a year or so, you had an article on light chocolate drops. Can you suggest a formula for this article?"

(Signed) W. H., Iowa

Herewith are two formulae for chocolate drops, the first plain drops and the second whipped-cream chocolate drops:

75 lb. granulated sugar
6 lb. corn syrup
6 lb. invertase
Cook to 244 degrees and then add
1/2 oz. cream of tartar

Method: Cool. Then add on beater 14 oz. egg albumen, 16 oz. water and 2 oz. convertit. Break the set in the batch and then let run till light enough to suit. Or:

50 lb. granulated sugar
4 lb. corn syrup
5 lb. invertase
Cook to 238 degrees

Method: Pour on beater. Add 20 lb. nougat cream, beat warm. Roll up and dip. Flavor to suit.

"Can you furnish me with a formula for bon bon dipping cream suitable for uncrystallized goods as produced by the best retail manufacturers? I do not want a formula for machine goods. They must be strictly fork-dipped. Am not exactly satisfied with the formula I have been using and thought perhaps your technical man could suggest a better one. I am enclosing our formula."

(Signed) H. E. M., Michigan

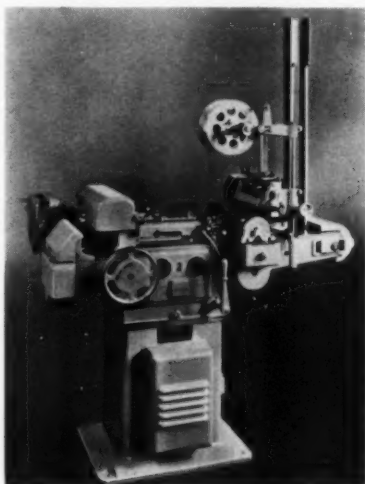
The formula you are using should produce good bon bons. Perhaps your trouble is with the dippers, and we suggest that you check on this. Here is another formula:

60 lb. granulated sugar (no invert)
1/2 teaspoon cream of tartar
6 teaspoons gelatin (powdered and dissolved
and put into the batch just before pouring
onto slab)

If you wish, add a pound of gum arabic, mix this with the dry sugar before putting sugar into solution. When you re-melt your cream, use glycerine instead of water. The formula given may give you too large a batch, but it can be scaled down to your requirements.

New Highspeed Wrapper

A new high speed wrapping machine for small packages has been announced by Package Machinery Company, Springfield Mass. Designed specially for the manufacturer whose product is put out in comparatively small-size packages, the new machine features high speed, low operating cost, and simplicity of continuous operation. This machine



New Machine for Speedy Wrapping of Small Packages, Recently Announced. Two Operators Are Required

is said to be considerably lower in price than former machines of its kind.

The machine is adjustable for various sizes, from a minimum of 1½ in. long, ⅜ in. wide and ⅜ in. thick, to a maximum of 5¼ in. long, 3½ in. wide and 1¼ in. thick. Changes from one size to another are made by simple adjustments or substitution of folding boxes. This machine uses transparent cellulose, heat-sealing transparent cellulose, or glassine in roll form. It will also wrap boats containing loose articles, and the machine is so designed that the package is not elevated or tipped during the wrapping process. It has an operating speed up to 250 or more per minute, depending upon the size and nature of the package, and type of wrapping material used.

Requiring but two attendants, one to feed and one to pack, the machine takes up floor space of 4 ft. 3¼ in. long by 3 ft. 6 in. wide. It is illustrated in the accompanying view.

BASEBALL IS HERE

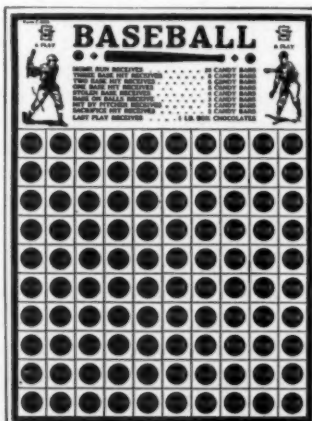
BASEBALL — FC-5010 100-Hole Push Card Takes \$5.00. Pays 68 candy bars and 1-lb. chocolates.

Price—\$0.90 per doz., \$6.18 per 100.

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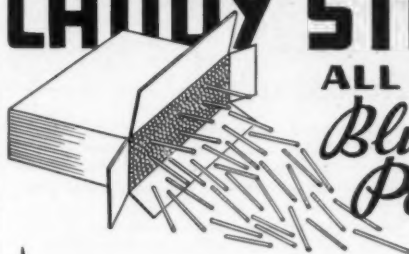
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TRADE MARKS for Registration

The following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within thirty days after publication of the marks, a formal notice of opposition.

BINGO and star design, chewing gum. Use claimed since Feb. 8, 1938, by Gumakers of America, Inc., Clifton Heights, Pa.

KENO and label design, chewing gum. Use claimed since Feb. 5, 1938, by Gumakers of America, Inc., Clifton Heights, Pa.

GLORIFIED, chocolate fudge sauce, butterscotch syrup, coffee-flavored syrup, etc. Use claimed since November, 1933, by Abbotts Dairies, Inc., Philadelphia, Pa.

ALICE HOLIDAY, candy. Use claimed since Aug. 11, 1937, by Ben Byerson, Inc., Los Angeles, Calif.

DURKEE-MOWER'S, marshmallow cream and prepared cocoa. Use claimed since 1920, by Durkee-Mower, Inc., Lynn, Mass.

LION on black, red and tan labels, candy, curry powder, toast, canapes, shortcakes, cereal wafers, sandwiches, crackers, cakes, pastry waffles, etc. Use claimed since 1929, by R. H. Macy & Co., Inc., New York, N. Y.

PACIFIC COAST NUT HOUSE and nut house design, walnuts and almonds. Use claimed since Aug. 1, 1937, by Pacific Coast Nut House, San Jose, Calif.

LAKEHIRE, food products made of cheese and edible vegetable oil for use as an ingredient in making a cheese-flavored food product for coating popcorn and other foods. Use claimed since Nov. 20, 1937, by the Borden Co., New York, N. Y.

CLOSIES, candy. Use claimed since Jan. 31, 1938, by The George Close Co., Cambridge, Mass.

BAR-BAR-A-BAR, candy. Use claimed since Feb. 28, 1938, by the Williamson Candy Co., Chicago, Ill.

Packages of McCormick's, Ltd., London, Ontario, and the W. F. Schrafft & Sons Corp., Boston, Mass., received major awards in this year's All-America Package competition, which is sponsored annually by *Modern Packaging*.

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Territory: Washington, Oregon and Idaho

C. RAY FRANKLIN CO.

416 DELAWARE STREET
KANSAS CITY, MO.
Territory: Kans., Neb., Iowa, W. Missouri

THE CANDY MAN'S CALENDAR

Feb. 15—"Ladies' Night." Dinner-Dance of Chicago Candy Production Club, Chez Paree, Chicago.

Feb. 15-17—Mid-winter Conference, Personnel Division, American Management Association, Palmer House, Chicago.

Feb. 20—Annual Banquet, Retail Confectioners Association of Philadelphia, Benjamin Franklin Hotel, Philadelphia.

Feb. 23—"Albert Horowitz Night." Testimonial Dinner, Association of Manufacturers of Confectionery and Chocolate of the State of New York, Keen's Chop House, New York, 6 p.m.

Feb. 24—Mid-West Food Manufacturers and Allied Lines Credit Conference, Hotel LaSalle, Chicago, 9 a.m.

March 6-11—National Children's Week.

March 7-10—Annual Packaging Exposition and Conference, American Management Association, Hotel Astor, New York.

March 13-17—Annual Convention, American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago.

March 28 - April 1—New England Candy Show and Pageant, Mechanics Building, Boston.

BALLOONS BUILD SALES FOR CONFECTIONERY

Brightly colored toy balloons can be used to increase sales and establish friendly customer relations for confectionery stores. A large confectionery chain in the Middle West used over a quarter of a million toy balloons recently, imprinting these with advertising text and handing them out with purchases of marshmallows. A premium balloon was given with each one-pound package of marshmallows.

It is reported that another manufacturer of candy, whose products are distributed nation-wide, is using toy balloons constantly as a prize in candy packages. In keeping with a campaign similar to this one, imprinted toy balloons as window displays are very effective. They obtain added public attention for chain stores and act as an excellent tie-in with the premium campaign.

Celebrating the 100th anniversary of the discovery of vulcanizing by Charles Goodyear, in 1839, and the 40th anniversary of their company, representatives of the mechanical goods division of the Goodyear Tire and Rubber Co., Akron, Ohio, will be guests at the Akron factories, February 20 to 23, to participate in a gigantic homecoming.

Celluloid Corporation's sales organization and management group met Jan. 27, for the annual sales meeting and dinner at the Downtown Club in Newark, N. J. W. S. Landes, president, presided in the absence of Geo. H. Boehmer, general sales manager.

Diagraph Corporation, St. Louis, has taken over the factory and business of the Bradley Stencil Machine Co., St. Louis, and offers to the trade stencil machines, label pasters, and a complete line of shipping room supplies.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Edward G. Kohnstamm, for the past 17 years president of H. Kohnstamm & Co., Inc., New York, has been elected chairman of the board of directors and has been succeeded



Lothair Kohnstamm, Who Was Elected President of H. Kohnstamm & Co., Inc., New York Flavor Concern, Recently

as president of the firm by Lothair S. Kohnstamm. The change was announced January 9. Mr. E. G. Kohnstamm joined the company in 1872, in a minor position, and worked his way to the top by sheer force and energy. Early in his career he engaged Dr. Endemann, called the best coal tar chemist in America, to work with him in the development of harmless food colors. Completion of the seven certified colors was finally accomplished in 1909 by W. C. Bainbridge of the Kohnstamm Research Laboratories. Today, in his 82nd year, Mr. E. G. Kohnstamm still takes a keen interest and an active part in the affairs of the company. Lothair S. Kohnstamm entered the business in 1902 upon his graduation from Columbia University's school of chemistry. He worked first in the company's laboratory, but in 1905 he represented the firm on the road up to the time of the Great War in which he participated as captain in the chemical warfare division. When the firm was incorporated in 1922, he became secretary, and later in 1924, vice president.

Mrs. Leonora H. Stubbs, wife of Ralph S. Stubbs, vice president of the American Sugar Refining Co., died Jan. 21 at her home in New York after a brief illness.

Alfred E. Dubey, Jr., has joined the sales force of P. R. Dreyer, Inc., New York, dealers in essential oils and aromatic chemicals. Mr. Dubey spent several years with Ungerer and Company and for the past two years has been vice president and director of Firmenich and Company.

August Semrad, founder and president of the Semrad Chemical Co., Chicago, died January 31, at the home of his daughter, Mrs. E. A. O'Shaughnessy, in Lawrenceburg, Indiana. Mr. Semrad had lived with his daughter for the past year. He was 73 years old. Interment was in All Saints Cemetery, Chicago, February 2. The Semrad Chemical Company was founded in 1894 and incorporated in 1898, and is well known to confectionery manufacturers

all over the country. Besides a daughter, Paul A. Semrad, a son, also survives, and he will continue to direct, as he has done in the past few years, the business founded by his father.

Harold Weil, well known to the entire Confectionery Industry, died suddenly at Scranton, Penna., Jan. 20. Mr. Weil was assistant sales manager for the Eastern territory for H. Kohnstamm & Company, New York. He had been with the company 22 years, spending much of that time in the company's eastern plant. Mr. Weil was a member of the Exposition Committee for this year's N. C. A. Convention.

A symposium on temperature and its measurement in science and industry will be held under auspices of the American Institute of Physics next fall, the dates to be announced later. The symposium will cover many fields. Chairman of the Steering Committee is C. O. Fairchild, director of research, C. J. Tagliabue Mfg. Co.

ANSWERING THE QUESTION: "WHO OWNS BUSINESS?"

Inspired, no doubt, by the charge of pressure groups that industry is controlled by a comparatively small number of persons, or families, the Monsanto Chemical Co., St. Louis, one of the country's large industrial concerns (\$300,000,000 in sales and \$5,000,000 profits in 1937), undertook a study of its stockholders to learn, if possible, who actually owns the company. The complete story of the survey and its findings is published in a most interesting article which appeared in the January issue of the *Monsanto News*. The survey shows that 3,890 of the owners are men and 3,714 are women, and the remainder of the total of 10,170 shareholders include joint ownerships between husband and wife; estates or trusts; investment trusts; universities and colleges; insurance companies; hospitals and charitable or educational institutions; brokers, etc. To give an accurate picture of the stockholders, removed from the coldness of statistics, interviewers and photographers were assigned to talk with and photograph stockholders in Cincinnati, Ohio, this city being chosen as being a typical average American city and because the company has no plants or laboratories there. The story of Monsanto ownership covers 40 pages in the company magazine which has a circulation of 64,000 copies among employees, stockholders and customers. Through it the company hopes to encourage other corporations to do likewise, so that millions of industrial employees may have a true picture of their companies, thereby combatting the theory that "60 families" control the Industry of the United States.

SUGAR CONSUMPTION UP 2.4% IN CANADA IN 1938

Consumption of refined sugar in the Dominion of Canada during 1938 totaled 469,646 long tons, as compared with 458,748 tons the previous year, an increase of 10,898 tons, or approximately 2.4 per cent, according to information received from F. Lamborn & Sons, Inc., New York. Of the

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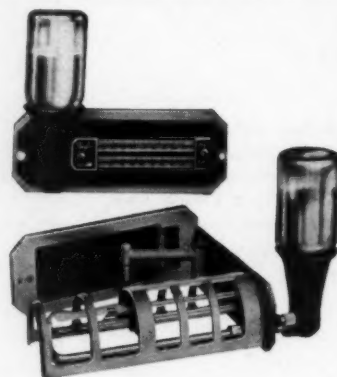
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total 1938 consumption, approximately 53,800 tons, or 11.5 per cent, were beet sugars produced in Canada, while the remainder were imported cane sugars which came principally from the British West Indies, and other British possessions.

SOMETHING NEW IN CONFECTIONERY HYGROMETERS

Indicating hygrometers of the wet and dry bulb type have always been a source of annoyance to users, minor servicing, such as wick changing, has required complete dis-

New Type Confectionery Hygrometer Incorporating Several Features for Greater Practicability



mantling of the hygrometer when it was used on air conditioning supply and return ducts, dryers and other closed compartments. To overcome this inconvenience, the Taylor Instrument Companies, Rochester, N. Y., has introduced a new instrument in the hygrometer field. This instrument presents for the first time a wet and dry bulb hygrometer that combines high accuracy and legibility with complete accessibility for installation and routine servicing. Many improvements in design for convenience and versatility are incorporated in the new hygrometer.

PUERTO RICO TOOK 2½ MILLION POUNDS U. S. CANDY

Puerto Rico, one of the largest customers of confectionery manufactured in continental United States, purchased 2,520,000 pounds of candy, valued at \$359,300, during 1938, according to a report by the Puerto Rican Trade Council. Quantity purchases were only 2 per cent less than in 1937, despite a sharp drop in the territory's buying power, says the report. Purchases of chocolate candy amounted to 907,400 pounds and were 2 per cent greater than in the preceding year, while shipment of other candy decreased only 4 per cent. Puerto Rico has a small candy manufacturing industry of its own, but obtains most of its higher priced confectionery from the States. The island's purchases of candy during 1938 from the U. S. were more than twice as great as they were five years ago.

NEW N.C.A. EXHIBITORS

Decorative Art Glass Co.	21
Industrial Sugars Corp.	41
Interstate Folding Box Co.	45-A
Merchants Box Co.	3-A
Nussbaum Novelty Co.	50
Soy Bean Products Co.	45-B
Stein-Hall Manufacturing Co.	43-A
Sterling Doll Co.	46
Triangle Package Machinery Co.	2-B
U-Cop-Co.	21

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